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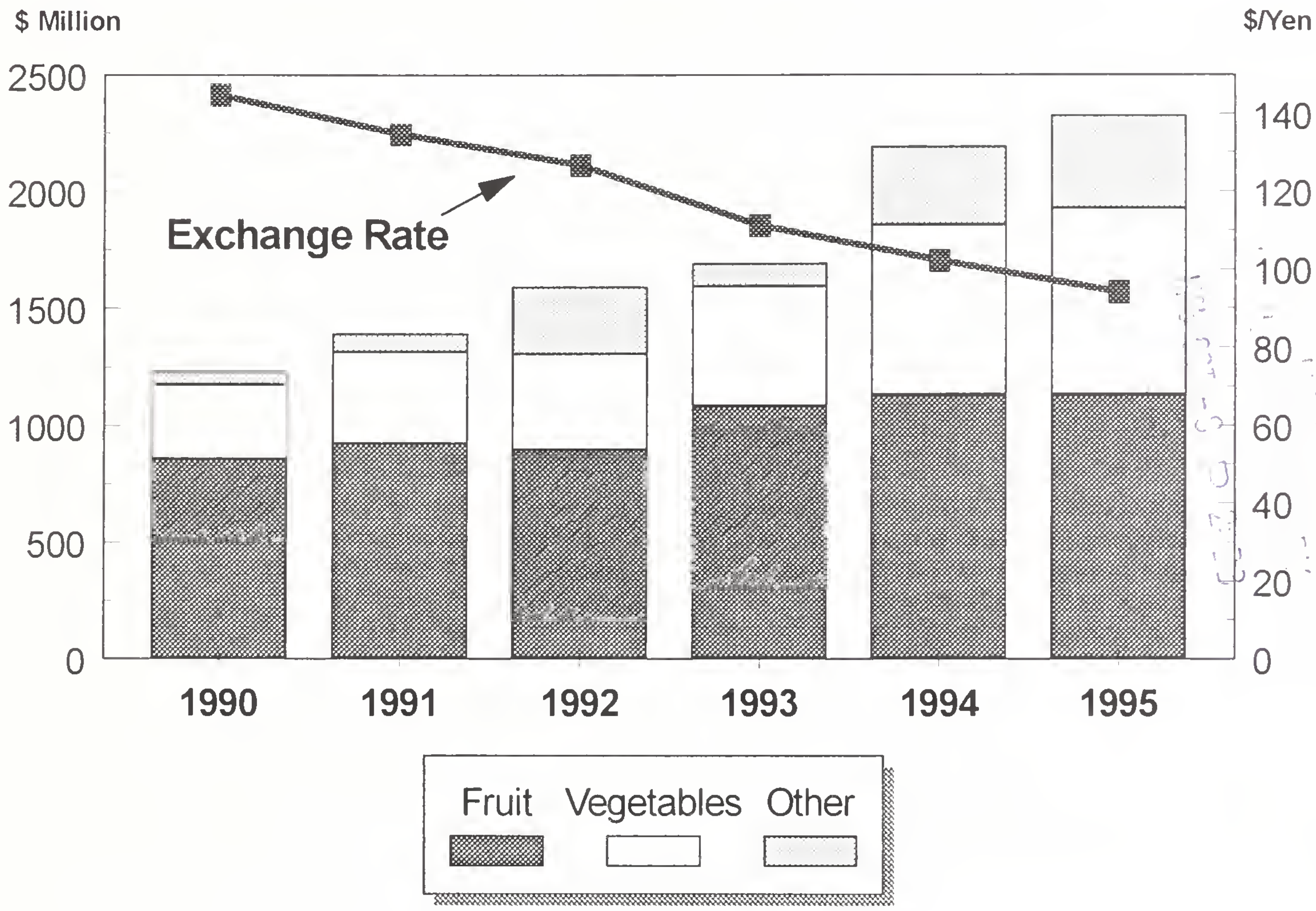
United States
Department of
Agriculture

Foreign
Agricultural
Service

Circular Series
FHORT 9-96
September 1996

World Horticultural Trade & U.S. Export Opportunities

Japanese Horticultural Imports from the United States Increased Nearly 90 Percent During 1990-1995



Source: U.S. Bureau of the Census and International Monetary Fund

Strong demand, stagnant domestic production, reduced import restrictions, aggressive U.S. Market Access Program (MAP) activities and yen appreciations fueled Japan's imports of U.S. horticultural products over the last 6 years. Imports from the United States have nearly doubled since 1990, reaching a record $2.3 billion in 1995. Although U.S. fruit is the largest import segment, imports of vegetables and other horticultural products have increased more sharply since 1990. From 1990 to 1995 Japanese imports of U.S. fresh vegetables increased from $48 million to $258 million; imports of U.S. wine and beverages rose from $26 million to $213 million; and imports of dried vegetables increased from $40 to $120 million. In 1995, the United States accounted for 28 percent of Japan's total horticultural imports. The healthfulness of vegetables, particularly fresh vegetables, is an important part of the Japanese diet. Broccoli and fresh asparagus are among the fastest growing vegetable imports.

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ANALYSIS

Sam Rosa	202-720-6086	Fresh deciduous fruit, table grapes, apple juice, olives, stone fruit, and CBI
Brian Grunenfelder	202-690-2702	Trade policy, food safety, and plant health group leader
Bill Janis	202-720-0897	Fresh and processed potatoes, tree nuts, tropical fruits, wine and brandy
Bob Knapp	202-720-4620	Canned deciduous fruit, kiwifruit, NAFTA, PL-480 and GSM-102 export credits
Emanuel McNeil	202-720-2083	Fresh and processed vegetables, melons, bananas, nursery products, and cut flowers
Debra A. Pumphrey	202-720-8899	Coffee, cocoa, tea, spices, essential oils, and ginseng
Stephanie Riddick	202-720-9792	Dried fruit, avocados, beer, hops, berries, and circular coordinator
Joe Somers	202-720-2974	Situation and outlook group leader, fresh and processed citrus, trade forecasts, FAO citrus liaison, and circular editor
Debbie Seidband	202-720-6877	Sugar and honey

MARKETING

Sarah Hanson	202-720-2252	Deciduous fruit
Ted Goldammer	202-720-8498	Citrus, hops, and potatoes
Wayne Molstad	202-720-0898	Vegetables, grape juice, cranberry juice, honey, kiwifruit, wine and brandy
Stacey Peckins	202-720-5330	Tree nuts, papaya, foliage, plants
Steve Shnitzler	202-720-8495	Dried fruit, avocados, and ginseng

For subscription questions or address changes, please contact Robertha McLean, 202-720-9445.

Table of Contents

Export Summary

U.S. exports of horticultural products to all countries in June reached nearly $820 million, up 2 percent or $16 million from the same month a year earlier. Categories with the most significant increases in June were tree nuts (up $41 million or 74 percent), wine (up $12 million or 60 percent), and dried fruit (up $5 million or 19 percent). The categories with the most significant decreases were fresh citrus (down $22 million or 35 percent); fresh non-citrus fruit (down $20 million or 12 percent); and fresh vegetables (down $13 million or 12 percent). During the first 9 months (October-June) of fiscal year (FY) 1996, the total value of U.S. horticultural exports was $7.1 billion -- 2 percent above the same period last year.

All measures not otherwise noted are metric. One kilogram (kg.)=2.2046 pounds, 1 metric ton = 2,204.62 pounds, 1 liter = 0.2642 gallon, 1 hectoliter (hl.) = 26.42 gallons, and 1 hectare (ha.) = 2.471 acres.

U.S. EXPORTS OF SELECTEO HORTICULTURAL COMMOOITIES
WORLO TOTAL, OCTO8ER - SEPTEMBER YEAR
JUNE 1996

NAME	QUANTITY					VALUES (1000 OOLLARS)				
GROUP & COMMOOITY	CURR MO LAST YR	CURR MO CURR YR	YR TOOATE LAST YR	YR TOOATE CURR YR	LAST YEAR	CURR MON LAST YR	CURR MON CURR YR	YR TOT LAST YR	YR TOT CURR YR	LAST YEAP
FRESH CITRUS MT										
GRAPEFRUIT	26,672	13,591	444,908	470,642	481,743	14,360	7,715	217,929	243,243	239,515
LEMONS	12,075	11,872	102,202	105,426	126,121	12,898	10,585	87,117	87,196	120,393
ORANGES, INC TMPL	59,201	38,319	501,950	458,119	580,755	34,657	21,247	277,554	254,497	324,139
OTHER CITRUS	471	516	23,031	28,977	24,298	339	352	19,785	24,031	20,790
Subtotal.----	98,418	64,298	1,072,091	1,063,164	1,212,917	62,252	39,899	602,385	608,967	704,837
FR FRUIT, NON-CIT MT										
APPLES	42,678	34,088	560,331	459,838	663,049	26,189	21,868	336,923	298,956	405,155
AVOCAOOS	732	677	8,889	7,911	12,490	1,302	1,347	9,575	9,114	13,229
CHERRIES SWT &TRT	10,734	9,060	21,399	22,309	30,268	62,569	42,485	110,497	91,671	139,776
GRAPES	11,221	8,332	111,643	129,080	204,786	15,551	15,463	141,959	166,713	250,678
KIWIFRUIT	354	298	9,121	5,108	9,505	415	257	12,621	7,126	13,084
MELONS	49,220	47,538	111,831	109,095	212,882	17,208	15,461	47,826	44,439	85,470
PAPAYA	649	851	6,406	6,453	8,261	1,626	2,084	13,511	14,637	18,107
PEACHES & NECTRNS	13,839	17,608	24,457	27,782	68,236	13,991	17,317	26,145	27,855	63,672
PEARS	2,467	3,391	103,913	119,265	127,961	1,741	2,581	56,386	67,428	71,528
PLUMS/PRUNES	4,904	6,977	10,961	11,054	40,432	6,749	7,565	13,343	12,858	48,373
STRAWBERRIES	6,739	5,616	32,373	39,875	49,320	10,610	10,056	56,837	64,317	86,630
OTHER NON-CITRUS	6,328	6,058	31,012	34,770	48,272	9,378	10,889	37,227	42,837	60,323
Subtotal:----	149,864	140,494	1,032,337	972,539	1,475,462	167,329	147,372	862,850	847,951	1,256,023
CAN/PREP FRUIT MT										
CHERRIES, TART CN	1,327	323	4,378	5,565	5,133	1,647	318	5,305	6,469	6,336
FRUIT MIXTURES	2,575	1,999	23,001	19,805	28,885	3,031	2,432	27,094	23,107	34,317
MARACHINO CHERRY	426	653	3,498	6,574	4,917	900	1,348	7,350	11,508	10,196
PEACHES, CANNEO	2,043	1,259	15,110	14,704	20,915	1,926	1,247	13,693	14,065	19,088
PINEAPPLE, CANNEO	370	164	3,258	2,703	3,834	347	185	2,930	2,483	3,446
OTHER CANNEO FRUIT	3,941	3,439	35,137	34,589	49,040	4,722	3,767	39,928	38,755	56,630
OTHER PREP/PRESER	6,095	8,003	54,995	59,282	72,940	6,531	7,314	57,006	60,026	76,558
Subtotal:----	16,778	15,839	139,378	143,221	185,664	19,105	16,611	153,306	156,413	206,571
ORIEO FRUIT MT										
PRUNES, ORIED	4,292	5,580	45,705	46,584	60,238	9,899	12,034	107,278	104,697	142,075
RAISINS, ORIEO	8,000	9,008	87,522	83,084	122,132	12,439	14,976	140,390	141,161	196,098
OTHER ORIEO FRUIT	1,407	1,473	20,035	17,125	32,032	3,293	3,583	43,890	41,357	62,303
Subtotal-----	13,700	16,062	153,262	146,793	214,402	25,631	30,593	291,557	287,216	400,476
FROZEN FRUIT MT										
BLUEBERRIES, FROZ	986	398	6,299	8,056	7,742	1,422	626	9,432	12,891	11,597
STRAWBERRIES, FROZ	1,980	1,491	18,311	15,526	25,730	2,625	1,728	24,094	20,475	33,530
OTHER FROZEN FRUIT	1,796	3,163	12,740	20,419	19,310	2,467	3,550	18,751	26,444	27,830
Subtotal:----	4,762	5,051	37,350	44,000	52,782	6,514	5,903	52,277	59,810	72,957
FRUIT/VEG JUICES KL										
GRAPEFRUIT JU, CN	4,923	9,557	40,825	47,135	55,966	3,593	5,145	31,973	32,297	41,669
ORANGE JUICE, CON	19,771	30,062	186,614	201,751	284,382	12,384	15,406	118,058	119,881	165,313
ORANGE JUICE, NT CN	13,267	14,373	122,689	116,035	156,961	8,420	10,079	81,567	84,015	105,564
OTHER JUICES	48,019	42,164	308,383	371,299	428,750	34,248	25,955	234,311	266,196	319,189
Subtotal:----	85,980	96,156	658,512	736,220	926,059	58,645	56,584	465,910	502,389	631,735
FRESH VEGETABLES MT										
ASPARAGUS, FR, CH	1,149	648	16,731	13,055	18,544	2,881	1,765	61,587	46,437	66,818
BROCCOLI	13,782	11,117	94,968	105,172	116,621	10,105	8,054	73,980	67,080	91,261
CAULIFLOWER	10,459	9,186	75,836	82,733	99,327	7,990	6,477	58,202	55,467	73,676
CELERY	12,238	11,050	94,877	96,823	111,150	5,698	3,641	50,724	31,705	57,181
LETTUCE, FR, CHLO	18,987	24,040	234,939	235,232	275,794	9,696	12,145	162,328	110,047	184,044
ONIONS	20,552	14,150	248,138	163,956	311,267	7,096	4,923	86,270	49,680	105,026
PEPPERS	5,911	6,893	42,086	47,688	50,147	6,427	5,301	42,022	38,517	48,727
TOMATOES	11,833	16,896	103,668	94,836	139,476	12,643	10,125	88,813	78,886	109,688
OTHER VEGETA8LES	108,798	106,956	580,771	543,239	726,644	47,311	44,665	324,858	302,288	400,144
Subtotal:----	203,709	200,935	1,492,014	1,382,734	1,848,971	109,849	97,096	948,784	780,106	1,136,564
VEG CANNEO MT										
KETCHUP	3,740	3,475	31,918	31,516	40,412	2,820	2,785	23,051	23,526	29,801
SWEET CORN, CANNEO	15,316	16,133	130,107	128,363	165,153	12,864	13,369	109,133	102,850	138,095
TOMATO PASTE	4,595	9,582	68,424	69,452	86,613	4,037	7,349	56,169	55,487	71,449
TOMATO SAUCE	7,913	7,347	61,887	63,102	79,205	7,812	6,846	60,487	60,019	77,615
OTHER CAN VEG	20,885	19,734	171,813	186,592	234,435	25,610	24,505	206,673	236,237	281,163
Subtotal:----	52,449	56,272	464,148	479,025	605,818	53,143	54,855	455,513	478,119	598,124
FROZEN VEGETA8LES MT										
FROZEN FRENCH FRY	34,443	33,179	264,340	261,146	353,131	25,316	23,979	195,039	191,115	260,204
FZN SWT CORN	5,410	5,553	52,328	45,959	65,341	5,008	4,777	46,121	39,141	57,478
OTHER POT FZN	2,381	1,751	17,971	14,733	25,303	2,192	1,627	15,238	12,831	20,454
OTHER FZN VEG	7,698	5,917	55,490	54,903	69,838	6,771	5,500	49,529	49,230	63,109
Subtotal:----	49,933	46,400	390,130	376,742	513,614	39,287	35,883	305,927	292,317	401,245
VEG, OEHYO MT										
GARLIC OEHYD.	584	790	5,858	6,985	7,832	1,290	1,873	13,715	15,960	18,414
ONIONS, OEHYO.	2,221	2,395	26,606	22,443	33,872	5,195	5,645	53,646	51,853	70,932
POTATOES, OEHYO	6,512	3,970	44,362	37,496	58,543	6,246	4,949	44,696	41,192	58,976
OTHER OEHYO VEG	3,211	4,753	32,266	40,267	42,790	4,620	6,997	52,844	61,694	67,419
Subtotal:----	12,528	11,909	109,091	107,192	143,037	17,351	19,464	164,901	170,699	215,741
TREE NUTS MT										
ALMNO SH/PREP	8,917	23,445	153,744	221,475	214,014	36,064	74,297	514,001	618,860	724,459
ALMONOS, UNSHLD	695	1,058	13,124	12,017	17,886	1,764	2,472	33,597	29,620	45,293
PISTACHIO, UNSHLO	419	269	9,649	9,268	11,789	1,353	819	28,316	33,080	34,698
WALNUTS, SHLO	794	1,304	18,373	17,244	21,816	2,987	4,963	53,630	59,586	65,228
WALNUTS, UNSHLO	339	347	48,943	55,737	50,659	588	623	79,755	107,265	82,971
OTHER NUTS	4,193	4,531	47,933	59,555	58,762	12,898	13,403	126,949	164,814	162,713
Subtotal.----	15,358	30,954	291,766	375,296	374,926	55,655	96,577	836,248	1,013,225	1,115,362
NUSERY PROOUCTS										
CUT FLOWERS	0	0	0	0	0	2,997	3,401	27,149	34,540	38,519
OTHER NURSERY	0	0	0	0	0	9,352	10,141	132,288	129,107	157,643
Subtotal-----	0	0	0	0	0	12,349	13,542	159,437	163,646	196,162
HOPS & PROOUCTS MT										
HOP EXTRACT	367	277	3,844	3,113	4,394	5,356	3,155	62,425	50,394	70,105
HOP PELLETS	626	322	6,101	4,975	6,823	3,521	1,988	35,320	26,745	39,412
HOPS, NFSP	71	132	2,237	2,611	2,854	436	1,485	14,168	14,755	17,720
Subtotal-----	1,064	730	12,181	10,700	14,071	9,313	6,628	111,913	91,894	127,237
WINE KL										
GRAPE WINES	11,027	15,082	89,772	111,118	123,670	18,091	28,518	144,733	202,457	200,973
OTHER WINE PROO	1,018	2,069	9,062	10,995	12,519	1,449	2,802	10,803	13,612	15,044
Subtotal ----	12,045	17,151	98,833	122,112	136,189	19,540	31,319	155,536	216,069	216,017
MISCELLANEOUS KL										
BEER & BEVERAGES	90,891	79,895	579,990	577,823	834,125	55,283	48,006	355,985	346,573	508,825
EOIBLE PREPARATIO	16,213	17,925	150,110	154,563	194,915	55,643	69,174	633,036	589,813	801,363
GINSENG	7	21	753	799	908	626	844	54,100	70,427	65,653
POTATO CHIPS	5,653	6,032	54,744	46,679	69,692	15,493	19,716	148,358	133,839	190,479
OTHER MISC	0	0	0	0	0	21,130	29,825	197,954	270,509	264,936
Subtotal:	112,765	103,873	785,596	779,864	1,099,641	148,175	167,565	1,389,434	1,411,161	1,831,255
Grand Total						804,136	819,891	6,955,978	7,079,983	9,110,307

U.S. IMRORTS OF SELECTED HORTICULTURAL COMMODITIES
WORLO TOTAL, OCTOBER SERTEMBER YEAR
JUNE 1996

NAME	QUANTITY					VALUES (1000 DOLLARS				
GROUR & COMMODITY	CURR MO LAST YR	CURR MO CURR YR	YR TODATE LAST YR	YR TODATE CURR YR	LAST YEAR	CURR MON LAST YR	CURR MON CURR YR	YR TDT LAST YR	YR TDT CURR YR	LAST YEAR
FRESH FRUIT MT										
ARRLES	21,954	19,689	111,174	137,587	142,316	19,701	12,368	71,833	78,824	95,959
AVOCADOS	381	282	17,706	17,774	18,869	195	270	16,965	15,479	17,637
BANANAS	283,050	327,472	2,782,337	2,820,141	3,673,713	83,760	98,530	788,011	813,250	1,052,675
CANTALOURE	9,836	8,836	274,103	332,314	274,961	2,367	1,749	81,157	105,616	81,334
GRAPES	37,201	32,277	350,717	336,971	363,688	38,027	48,232	292,953	338,869	305,124
KIWIFRUIT	4,549	3,639	27,169	30,223	36,558	2,667	2,036	15,410	18,447	21,710
MANGOES	32,746	39,929	96,290	124,032	142,045	27,758	17,951	82,502	81,593	120,811
PEACHES	0	0	49,281	40,847	49,505	0	0	31,607	30,688	31,822
PEARS	3,081	2,938	47,922	57,199	48,065	1,654	1,706	26,234	33,884	26,363
RINEAPPLES	9,811	13,669	97,021	96,920	124,862	3,186	5,091	33,192	34,073	42,735
STRAWBERRY	3,907	836	26,423	29,694	26,776	3,754	915	45,567	54,108	45,953
OTHER MELONS	8,950	9,184	259,276	326,503	262,325	2,390	1,607	85,276	92,561	66,115
OTHER FRUIT	37,153	37,928	375,874	394,087	508,412	14,773	15,281	160,668	185,010	224,758
Subtotal ----	452,618	496,676	4,515,292	4,744,293	5,672,093	200,234	205,734	1,731,375	1,882,402	2,152,997
DRIED FRUIT MT										
DRIED APRICOTS	805	798	11,517	11,923	14,220	1,444	1,721	18,556	25,100	23,594
DRD FIGS & PST	871	436	11,447	4,611	12,257	848	514	12,945	6,468	14,526
OTHER DRIED FRUIT	1,741	1,795	15,846	18,949	21,972	2,942	3,091	22,506	28,557	31,441
Subtotal:----	3,417	3,029	38,810	35,482	48,449	5,235	5,327	54,007	60,126	69,561
FROZEN FRUIT MT										
FZN BLUEBERRIES	491	183	5,219	5,267	8,365	624	254	7,063	6,996	11,188
FZN STRAWBERRIES	1,803	2,141	25,282	19,961	26,585	1,496	1,831	25,317	16,588	26,549
OTHER FZN FRUIT	2,652	4,931	16,955	22,266	24,786	3,089	5,182	18,545	26,579	27,294
Subtotal ---	4,945	7,255	47,456	47,494	59,736	5,208	7,268	50,925	50,162	65,031
CANNED/RRER FRUIT MT										
CANNED OLIVES	5,293	5,755	48,980	54,510	73,806	13,872	14,750	124,829	135,241	168,702
CANNED ORANGES	5,149	5,520	44,015	46,301	50,983	5,067	5,888	40,572	50,262	47,961
CANNED PEACHES	1,343	1,905	15,543	12,038	18,166	792	1,361	9,069	8,485	10,779
CANNED RINEAPPLE	17,294	28,149	235,263	220,404	298,079	9,602	16,844	118,559	136,837	151,203
MIXED FRUIT	2,560	3,895	30,361	37,720	37,536	2,364	3,495	23,800	34,391	30,493
PREP/PRES FRUIT	5,044	6,237	50,508	53,987	66,490	6,473	7,431	69,133	69,070	90,399
OTHER CANNED FRUIT	5,739	6,417	45,273	42,884	64,817	7,910	8,258	55,335	54,502	78,615
Subtotal ----	42,422	57,878	469,943	467,844	609,878	46,081	58,027	441,295	488,789	578,151
FRT&VEG JUICE SSE KL										
APRLE JUICE	108,425	105,720	734,143	642,828	929,630	34,025	36,668	186,765	247,578	256,927
FCOJ	42,185	55,833	780,708	671,065	885,508	9,877	15,770	155,960	175,984	182,626
GRAPE JUICE	6,686	22,012	42,360	142,155	62,748	2,105	6,593	14,371	39,268	20,428
PINEAPPLE JUICE	28,909	26,337	233,864	239,580	299,528	6,825	7,417	48,639	59,875	63,778
OTHER JUICES	24,302	23,396	190,017	165,765	247,680	9,177	12,979	84,609	101,628	111,096
Subtotal ----	210,507	233,299	1,981,091	1,861,394	2,425,093	62,009	79,427	490,344	624,333	634,856
FRESH VEGETABLES MT										
GARLIC	3,606	4,053	20,154	19,094	22,685	5,318	5,334	25,754	22,544	29,250
ASRARAGUS	963	1,155	27,339	24,563	34,632	1,325	1,738	44,822	44,625	55,664
BELL PEPPER	4,719	4,466	114,455	151,365	131,364	7,780	8,735	148,540	125,914	177,122
CARROTS	4,014	5,164	74,687	77,477	101,168	606	830	19,294	18,418	27,065
CHILI RERPER	2,734	4,015	50,462	67,467	79,554	2,918	1,909	53,091	39,440	67,491
CUCUMBERS	6,746	11,305	222,255	280,079	237,483	2,702	9,324	122,294	108,575	127,519
ONIONS	8,432	11,433	198,325	241,959	216,043	6,563	7,948	113,963	130,113	129,064
POTATOES	5,392	13,475	214,295	455,016	246,481	1,046	3,454	39,151	91,317	44,505
SQUASH	4,306	2,445	106,516	128,744	111,487	1,840	1,349	81,506	65,753	83,567
TOMATOES	44,792	38,952	469,016	609,651	559,771	29,639	62,171	347,297	604,985	406,067
OTHER FRESH VEG	22,031	20,045	314,119	342,039	396,143	12,429	11,199	200,471	188,081	240,703
Subtotal:----	107,736	116,509	1,811,623	2,397,454	2,136,812	72,166	113,992	1,196,183	1,439,767	1,388,017
CANNEO/DEHYO VEGE MT										
CND ARTICHOKES	2,425	2,681	12,510	18,205	20,902	4,342	4,420	22,126	31,997	37,732
CND BAMBOO	1,293	1,346	18,940	19,603	27,341	1,264	1,361	15,285	19,445	23,199
CND MUSHROOMS	6,514	5,794	53,996	39,446	71,766	15,228	10,760	125,596	83,617	167,113
CND RIMIENTO	776	609	6,769	6,054	8,580	1,046	719	9,195	7,872	11,639
CND TOMATOES	3,627	4,062	36,538	38,228	56,989	1,273	1,759	13,141	16,364	23,520
CND WATERCHNUTS	4,988	5,663	23,712	31,676	33,354	3,352	4,594	16,794	24,211	23,904
TOMATO PST & SAU	5,045	1,737	40,892	29,302	50,443	4,596	1,739	34,559	25,968	42,627
DRIED MUSHROOMS	251	193	1,844	1,247	2,352	2,326	1,594	17,762	13,810	22,432
DRIED TOMATOES	502	540	4,491	4,485	5,587	2,006	2,100	17,384	16,778	21,544
OTHER DEHY VEG	6,585	10,067	81,037	92,191	106,807	6,962	10,610	76,603	93,004	101,343
OTHER CAN VEG	18,583	16,748	158,614	157,464	210,672	16,348	14,840	150,203	149,462	197,701
Subtotal ---	50,589	49,438	439,344	437,900	594,794	58,744	54,495	498,650	482,527	672,755
FROZEN VEGETABLES MT										
BROCCOLI FZN	10,132	8,908	130,147	145,532	169,617	5,410	5,038	76,975	80,332	101,122
CAULIFLOWER FZN	317	369	22,187	15,931	24,473	219	258	14,094	9,807	15,663
ROTATO FZN	14,815	17,233	124,316	137,379	159,056	9,456	10,943	75,131	84,123	96,764
OTHER VEG FZN	10,278	11,044	107,244	121,878	219,639	8,237	9,141	78,242	79,325	98,675
Subtotal ----	35,542	37,554	383,894	420,721	572,786	23,321	25,379	244,443	253,586	312,225
TREE NUTS MT										
BRAZILS TOT	1,611	1,406	6,991	5,444	10,643	2,343	2,449	12,514	10,842	19,940
CASHEWS TOT	5,449	5,715	40,924	41,538	55,279	23,489	28,821	177,733	203,334	243,522
COCONUT	5,839	2,620	41,185	33,261	58,371	4,786	2,458	33,255	27,360	47,600
PECANS	394	450	23,284	23,220	25,276	2,372	2,418	62,259	46,266	72,806
OTHER NUTS	1,183	1,105	16,841	14,147	22,595	4,751	5,359	63,943	54,239	88,437
Subtotal ---	14,478	11,297	129,225	117,610	172,163	37,740	41,506	349,704	342,040	472,304
NURSEY PRODUCTS M										
CARNATIONS	87,703	87,151	936,931	1,050,155	1,149,990	9,190	9,682	88,353	108,458	107,806
CHRISTMAS TREES	0	37	2,013	2,124	2,014	0	17	17,259	18,084	17,269
CHRYSANTHEMUS	45,365	50,257	485,775	532,508	621,067	6,386	6,470	64,723	70,330	83,189
ROSES	54,069	60,399	599,264	660,194	752,833	10,508	13,447	118,202	151,374	147,987
TULIP BULBS	0	1	77,701	86,715	321,236	0	2	9,495	11,580	40,542
OTHER CUT FLOWER	0	0	0	0	0	13,045	12,561	131,235	148,985	165,272
OTHER NURSEY RROD	0	0	0	0	0	9,295	11,918	176,283	208,346	240,896
Subtotal.----	187,137	197845	2,101.684	2,331,696	2,847.140	48,427	54,095	605,550	717,159	802,962
HOPS & RRODUCTS MT										
HOPS & PELLETS	144	71	4,968	5,283	5,191	858	505	33,892	37,468	34,467
OTHER HOR RROO	7	16	555	498	555	40	339	3,380	3,657	3,404
Subtotal ----	151	87	5,523	5.781	5,746	898	844	37,272	41,125	37,871
WINE KL										
RED WINE	11,166	12,672	92,105	111,476	121,295	37,307	48,226	333,997	420,056	435,141
SRARKILING WINE	1,349	1,885	21,972	23,123	29,492	14,836	19,718	193,747	227,817	266,329
WHITE WINE	8,099	8,592	71,312	79,619	94,531	25,899	29,512	229,663	263,821	303,143
OTHER WINE PROO	2,451	5,489	21,844	28,444	30,172	7,804	12,319	70,001	79,636	94,108
Subtotal ---	23,065	28,639	207,233	242,662	275,490	85,845	109,775	827,406	991,331	1,098,721
MISCELLANEOUS KL										
BEER & BEVERAGES	130,780	157,287	982,161	1,120,793	1,379,486	109,515	136,245	825,488	972,824	1,161,364
OTHER MISC	0	0	0	0	0	78,369	86,416	629,659	727,173	853,279
Subtotal:----	130,780	157,287	982,161	1,120,793	1,379,486	187,884	222,661	1,455,147	1,699,997	2,014,643
Grand Total						833,790	978,530	7,982,304	9,073,344	10,300,093

EXPORT NEWS AND OPPORTUNITIES

U.S. wine exports on track to set another record in 1995/96

According to the U.S. Census Bureau statistics, U.S. wine exports during the first eleven months of marketing year 1995/96 (August/July) were valued at $255 million, up 35 percent from the previous year's value. Canada, the United Kingdom and Japan were the largest U.S. customers, accounting for approximately 50 percent of the total export value. Exports were fueled by the high quality of U.S. varietal wines, strong foreign demand, favorable exchange rates and continuous market promotional efforts by the wine industry and FAS.

Commercial production and processing of cranberries gets underway in Chile

After several years of research and pilot projects, Chile is on its way to building a commercial cranberry industry. Total production reached 20 metric tons in 1996, and is expected to exceed 1,000 tons by 2002. Part of this year's crop was exported fresh, reportedly to the United States in the off season (although the imports have not yet registered). The remaining cranberries were frozen to be processed into juice for commercial sampling. Chilean growers expect that most of their product will be processed into juice and exported. This venture will be aided by the construction of a juice/concentrate processing plant and cold storage facility in Lanco. The plant's expected juice and concentrate processing capacity is over 30,000 tons.

Typhoon Herb causes damage to vegetable area in Taiwan

Typhoon Herb hit Taiwan July 31 and August 1. Devastating winds and heavy rains caused damage estimated at NTD 8.1 billion (US$295 million) to Taiwan's agriculture. Damage to crops is estimated at NTD 6.94 billion. The major vegetable production area in central Taiwan suffered severe damage. Vegetable prices are expected to rise two-three fold as a result of the typhoon. Agricultural authorities have instructed the fruit and vegetable marketing cooperatives to release frozen vegetables into the market in an effort to offset rising prices. U.S. vegetable suppliers should pursue market opportunities with Taiwan importers.

GSM-102 Credit Guarantee Program: No activity for horticultural products during July

Through the GSM-102 Credit Guarantee program, U.S. exporters can be paid by a U.S. bank immediately upon export if an irrevocable letter of credit is opened by the importer's bank and financed by a U.S. bank. The importer's bank then has up to three years to repay the U.S. bank. The following table presents FY 1996 allocations by country by product. A distinctive feature of the FY 1996 GSM-102 is the move toward more "commodity basket" programs, i.e., one country allocation under which are listed several commodities and products that may be registered on a first-come, first-serve basis. This structure provides more flexibility to exporters in registering different sizes of shipments under the program. Repayment terms vary under the program, from the standard 3-year to 90-day terms. *Cautionary information for use of the accompanying table: The table reflects only exporter applications for guarantees that have been entered into the GSM- 102 computerized system. At any given time, exporter applications are in process, and not all of those received have been entered into the system. Moreover, all applications are initially entered into the system on a provisional basis until price reviews have been completed, the guarantee fee has been received, and the written guarantee has been issued. Thus, some applications now in the system may in the future be removed, and the commodity balances correspondingly increased.* For details on terms and authorizations see the footnotes to the table. Note: applications to include other horticultural commodities and products in GSM-102 programs will be considered by FAS. (For further information on the GSM-102 program for horticultural commodities, contact Robert Knapp, 202-720-4620.)

FY 1996 GSM-102 Credit Guarantee Coverage 1/

Announced Allocations Country/Commodity	Exporter Applications FY 1996 ($1,000)	Approved FY 1996 ($1,000)	Balance ($1,000)
China	100,000	0	100,000
Potatoes 2/	0	0	0
Hops and Products	0	0	0
India	15,000	0	15,000
Treenuts 3/	0	0	0
Indonesia	160,000	56,400	103,600
Potatoes 2/	0	0	0
Tree nuts 4/	0	0	0
Fresh fruit 19/	0	0	0
Raisins and dates	0	0	0
Papua New Guinea 5/	1,000	0	1,000
Canned Vegetables	0	0	0
Czech Republic	10,000	0	10,000
Potatoes 6/	0	0	0
Apples	0	0	0
Slovakia	10,000	0	10,000
Frozen Concentrated Orange Juice	0	0	0
Poland 5/	25,000	0	25,000
Potatoes 2/	0	0	0
Russia 5/	50,000	45,100	4,900
Canned or Frozen Vegetables 7/	0	0	0
Fresh Fruits 8/	0	0	0
Frozen Concentrated Orange Juice	300	300	0
Almonds	0	0	0
Potatoes	0	0	0
Potato Flakes	0	0	0
Egypt 9/	160,000	106,900	53,100
Potatoes 6/	0	0	0
Tunisia	75,000	20,900	57,100
Almonds/Walnuts	0	0	0
Raisins	0		0
Southern Africa Region 10/	50,000	4,900	45,100
Tree nuts 4/	0	0	0
Potatoes 2/	0	0	0
East Caribbean Region 11/	70,000	70,000	0
Fresh fruit 12/	0	0	0
Mexico 13/	1,400,000	1,400,000	0
Almonds	0	0	0
Fresh Fruits 14/	5,100	5,100	0
Hops and Products	2,300	2,300	0
Potatoes 6/	0	0	0
Andean Region 15/	350,000	217,000	132,600
Tree Nuts and	0	0	0
Raisins & Freeze-dried Apples	0	0	0
Fresh Fruits 16/	0	0	0
Central America Region 17/	80,000	69,300	10,700
Potatoes 6/	0	0	0
Argentina	20,000	0	20,000
Potatoes	0	0	0
Brazil	150,000	73,100	76,900
Fresh Fruit 18/	0	0	0
Potatoes 6/	0	0	0

1/ Coverage announced for FY 1996 as of August 13, 1996 as detailed in FAS Program Announcements (tel: 202-690-1621 for information); unless otherwise noted, terms are FOB, 90-days to 3 years. 2/Cut and frozen for french fries, and potato flakes. 3/ Walnuts, pistachios, almonds. 4/ Almonds, walnuts. 5/ Terms are 90 days to one year; for 1-yr terms for Russia, principal repayments plus accrued interest are due at 6-month intervals; C&F coverage also available to point of first ocean discharge for non-Russian flag carriers (see Program Announcement for details). 6/ Cut and frozen for french fries. 7/ Canned or frozen (corn, peas, mixed vegetables, tomatoes, green beans, and spinach). 8/ Apples, oranges, tangerines, lemons, and pears. 9/ Egypt program (90-day to one year terms) authorized at $160-million level for FY96, details for remaining $60 million will be issued later. 10/ Angola, Botswana, Burundi, Kenya, Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, Rwanda, Seychelles, South Africa, Swaziland, Tanzania, Uganda, Zaire, Zambia, Zimbabwe. 11/ Barbados, Grenada, Guyana, St. Lucia, St. Vincent and the Grenadines, Suriname, and Trinidad and Tobago; $70 million authorized for FY96, details of remaining $20 million will be issued later. 12/ Apples, grapes, pears, plums, and peaches. 13/ Mexico's terms are 90 days to 2 years; $1.25 billion authorized for FY96, details for remaining $550 million will be issued later. 14/ Apples, pears, plums, peaches, nectarines, kiwifruit, and strawberries. 15/ Includes Bolivia, Colombia, Ecuador, Chile, Peru, and Venezuela; $350 million authorized for FY96, details for remaining $150 million will be issued later. 16/ Almonds, walnuts, pistachios, pecans, and hazelnuts; apples, pears, plums, peaches, nectarines, and strawberries. 17/ Belize, Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, and Panama; $60 million authorized for FY96, details for remaining $20 million will be issued later. 18/ Apples; Brazil coverage is for one-year terms; the FY96 authorization is for $255 million, details of the remaining $105 million will be issued later. 19/ Fresh fruit including apples, grapes, oranges, pears, plums, prunes, cherries, and lemons.

WORLD TRADE SITUATION AND POLICY UPDATES

China implements new labeling requirements for consumer products

As of September 1, 1996, all packaged food products for retail sale in China must comply with China's new food labeling law. This law, which was put forth by the State Bureau of Technical Supervision, closely follows standards recommended by the FAO/World Health Organization's Food Law Committee. The law has been in effect for Chinese-produced packaged foods since February 1, 1995. A temporary exemption was granted to imported packaged food products, but as of September 1, imported packaged food products not meeting Chinese labeling standards may be refused entry into China. The law permits labels in English and other languages, but labels must also be printed in standard Chinese characters of the same size or larger. The fundamental elements of the required content which generally must be included on the labels of imported packaged foods include: name of the food, ingredient list, net contents of the package, country of origin, name and address of Chinese-registered general distributor, date of production, and quality guarantee period and/or storage period.

The packaged food labeling standards currently apply only to labels on "delivery units" -- packages intended for retail sale. Shipping units (such as cases), and packaged foods sold for institutional use are beyond the scope of the labeling standards. Labels on consumption units (smaller portion packs within a retail delivery unit) also are not required to comply with the new law.

Packaged foods can be imported for re-packing or labeling in China only if accompanied by a written statement indicating they are not yet intended for retail sale. The name and address of the company responsible for re-packing and/or labeling also must be provided before the food will be allowed to enter China. In addition, the name and address of that company must be indicated on the retail label ultimately used. These procedures aim to hold the appropriate local company accountable when consumer protection issues arise. Labels on food packages with less than 10 square centimeters surface area need only include food name, net contents, and spices or additives used.

The law applies only to packaged food and beverage products to be sold directly to the consumer, including: frozen products, prepackaged meats, special nutrient foods (ie. infant formula), and alcoholic beverages. The law does not apply to bulk foods, fresh fruits and vegetables, and pharmaceutical foods and tonics.

Japan's E-Coli situation prompts new inspection program

In the face of its continuing E-Coli problem, Japan implemented a new inspection program for 13 imported vegetables beginning the week of August 19, according to a report from the U.S. Agricultural Minister-Counselor's office in Tokyo. Initial reports indicate that the inspection will not involve a "hold and test" procedure and that the duration of the testing will undoubtedly depend on the results. The affected commodities are: lettuce, broccoli, garlic, burdock root, tomatoes, peppers, cabbage, asparagus, ginger, onions, celery, carrots, and shallots. While the United States is not presently permitted to export certain of these products to Japan (e.g., tomatoes and peppers), combined shipments of those products that are shipped, including broccoli, lettuce and asparagus, were valued at nearly $125 million in CY 1995.

New EU licensing requirements for fruit imports raise U.S. exporter concerns

On July 25 the EU Management Committee for Fruits and Vegetables adopted a regulation imposing an import license requirement for apples, pears, table grapes, lemons, oranges, clementines/mandarins, and tomatoes. The licenses, which will be required on a year-round basis for apples, lemons, and tomatoes, and on a seasonal basis for the remaining products, will supposedly be automatically and immediately

issued upon request and will be valid for a period of 30 days. A deposit of 15 ECU per metric ton of product must be lodged to obtain a license. Importers reportedly will be free to make a one time change in the origin of the fruit covered by the license. The stated justification for the licensing measure is to enable the EU to better monitor import volumes. The EU is said to be within its WTO rights to impose an automatic import licensing regime for sensitive agricultural commodities, provided the regime does not discriminate against products from any country or distort trade. U.S. exporters fear the EU will use the license mechanism to restrict, or at a minimum discourage trade. In addition, the new regulation covers commodities that are already under the EU's protective entry price system. Combined U.S. exports of the affected commodities to the EU in CY1995 were valued at over $46 million, with apples ($22.6 million), grapes ($14.5 million), and pears ($5.2 million) accounting for 92 percent of the total.

Indonesia may impose new restrictions on fruit imports

According to the Agricultural Counselor's Office in Jakarta, the Government of Indonesia is considering the issuance of new phytosanitary and quality control measures which could curb imports of fresh fruits. This possible action has reportedly been prompted by pressure from domestic producer interests.

The United States is a leading supplier of Indonesia's fresh fruit imports, a market that opened just a few years ago as Indonesia eliminated licensing and reduced tariffs. Apples, grapes, and oranges account for the bulk (98 percent) of U.S. fresh fruit exports to Indonesia. Apples are by far the leading trade item, accounting for 84 percent of the CY 1995 volume total. Total U.S. fruit exports in that year were valued at nearly $40 million. Over the period 1991-1995, U.S. fruit exports to Indonesia grew by an annual average of 75 percent (volume basis). Through May 1996, exports are up 12 percent from year earlier levels.

The Washington State apple industry has reported that orders from Indonesian importers have been postponed, and in some cases canceled, pending clarification of the situation.

Taiwan recently increased profit margins on alcoholic beverages

In July 1996, Taiwan's Tobacco and Wine Monopoly Bureau (TTWMB) revised the maximum retail profit margins on domestic and imported alcoholic beverages from 8 percent to 20 percent. This incentive may persuade importers to offer their retailers higher profit margins to more actively promote sales of U.S. beer and wine. In 1995, the United States exported $124.9 million and $4.6 million worth of beer and wine, respectively, to Taiwan.

JAPANESE IMPORTS OF HORTICULTURAL PRODUCTS FROM THE UNITED STATES NEARLY DOUBLE SINCE 1990

Japanese imports of horticultural products from the United States in 1995 reached a record value of $2.3 billion, up 6 percent from 1994, 92 percent above 1990. Strong Japanese demand, stagnant domestic production, reduced import restrictions, aggressive market promotion and yen appreciations were the factors that fueled Japan's increased imports of U.S. horticultural products in 1995. Categories with the most significant increases in 1995 above the previous year were fruit and vegetable juices (up $46 million or 29 percent), frozen vegetables (up $40 million or 17 percent) and fresh non-citrus fruit (up $24 million or 12 percent).

In a Mature Economy Consumers Respond to Lower Prices

Generally, in a country with a mature economy, such as Japan, food expenditures do not rise as income grows. Over the last 4 years Japan's economic growth has been virtually flat and provides no reason to expect income-driven increases in food expenditures. However imports of horticultural products, especially those from the United States, have shown strong growth.

The economic factor most responsible for this growth is consumer response to lower priced but high quality imports. For a variety of reasons, domestically produced products are more expensive. Japan's labor force is growing at a low rate and most of the workers are employed in the manufacturing and service sectors, which provide a better income than the agricultural sector. Thus, Japan's production of horticultural products is severely constrained by labor shortages and is unable to furnish enough output to fill the demand for the processing and fresh markets. In an effort to keep the agricultural sector vibrant, the Government continues to maintain a general policy which protects high cost domestic producers and the distribution network. All of this helps keep Japanese retail prices substantially higher than almost any other developed country.

As long as incomes continue to rise, Japanese consumers tolerate the high prices associated with high quality and product freshness. However, the appreciation of the yen, even at the current 110 yen per dollar, makes foreign produced items more attractive to Japanese consumers and has caused horticultural producers in the United States and elsewhere to increasingly target this market.

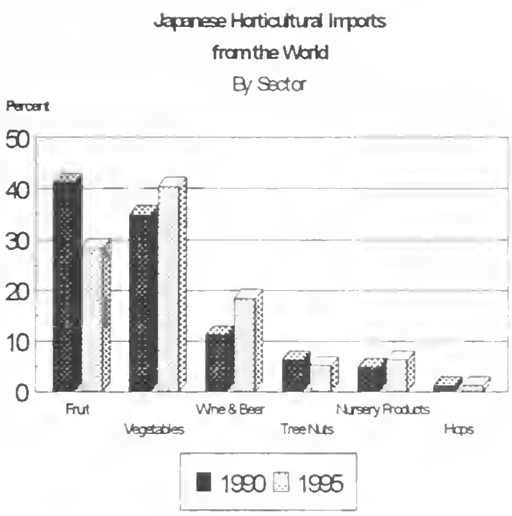
Shift in Composition of Imports

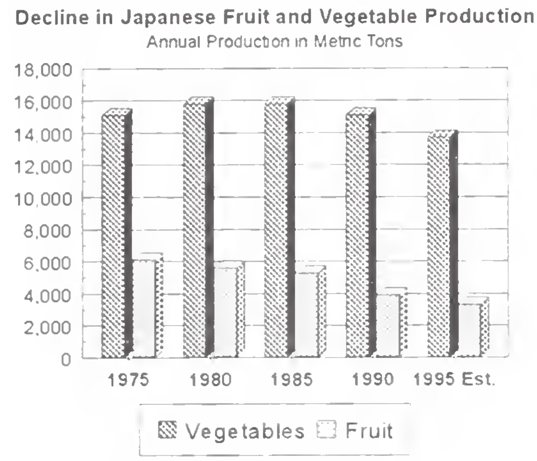
While total imports have nearly doubled in the last 6 years, the composition has changed. From 1990 to 1995 the total value of vegetable imports rose 120 percent to $2 billion, while that of fruit rose only 47 percent to $2.81 billion. Imports of beer and wine increased by 273 percent, to $1.4 billion.

During this same period, imports from the United States rose 150 percent to $2.3 billion, fruits rose 52 percent to $1.1 billion, and beer and wine increased 708 percent to $213 million.

Although prices for U. S. fruit, particularly for non-citrus fruit, dried fruit, and fruit juices were almost always higher than those from other suppliers, the U. S. import share for all fruits rose steadily from 44 to 51 percent.

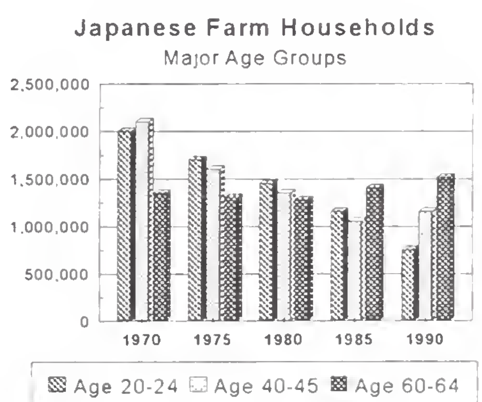
With the exception of dried vegetables, U. S. vegetable supplies are competitive with those from other suppliers. Nevertheless, the U. S. import share increased only by 2 percent to 26.5 percent in 1995.





Japan's Domestic Production: The Major Component but Declining in Importance

Although Japanese vegetable farms account for 5.4 percent of total farm households, they supply 89 percent of total consumption. This figure, however, is down from 95 percent 10 years ago and is indicative of the gradual decline in domestic production. A glance at the following chart shows that the number of farmers is both declining and getting older. Commensurate with this decline is the reduction in production of both fruits and vegetables which is shown in the immediately following chart. With decreasing production capability and increasing consumer demand for quality produce at reasonable prices, domestic producers are forced to grow the highest yielding crops. Thus imports will be the only source of other lower priced items.

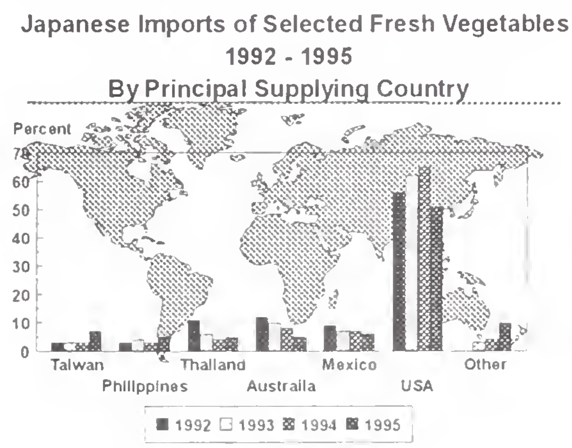


The Competition For the Fresh Fruit and Vegetable Market

While Japan has a much higher self-sufficiency rate for vegetables than fruits, local production is falling rapidly due to an aging farm population. The United States, however, faces strong competition from Thailand, China, and Taiwan and therefore, does not hold a dominant market share position.

The United States' major competitors for fresh fruit are Canada, Chile, and New Zealand. Although China produces large quantities of fruit, there is no indication that this country will become a major supplier in the near future. China has yet to demonstrate that it has the quality to export or that it has the infrastructure necessary to become a sustained, reliable supplier.

China and Southeast Asia are the principal suppliers of Oriental vegetables. However, In recent years these countries have begun to grow

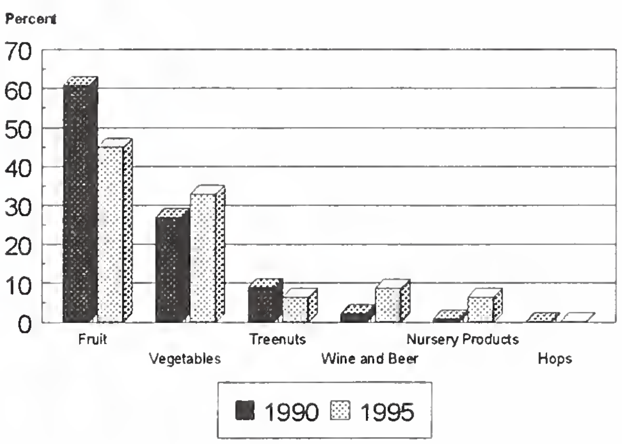


and ship to Japan increasing quantities of Western style vegetables, much of it with seed and expertise from Japanese trading companies. This is also true for frozen vegetables, due to the heavy Japanese investment of quick freeze facilities.

Composition and Growth of Imports from the United States

The following graph shows the change in the composition of Japanese imports from the United States and the table provides a more detailed description of the growth attributable to U. S. horticultural sectors.

U.S. Sector Shares of Japanese Horticultural Imports



Japanese Horticultural Imports from the United States		
	in Millions of Dollars	
	1990	1995
Fresh Citrus	416	536
Fresh Non Citrus Fruit	114	224
Canned and Prepared fruit	23	52
Dried Fruit	57	82
Frozen Fruit	24	37
Fruit and Vegetable Juice	106	208
Fresh Vegetables	48	258
Canned Vegetables	76	140
Frozen Vegetables	182	278
Dried Vegetables	40	120
Tree Nuts	105	157
Nursery Products	10	17
Hops and products	1	5
Wine and Beverages	26	213
Total	1,228	2,327

Import Situation

The Japan Tariff Association reported that total Japanese imports of horticultural products increased by 3 billion yen in 1995 over 1994 to 469 billion yen. In dollar terms, this was an increase of 9 percent, to $8.2 billion. Imports from the United States in 1995 were valued at $2.3 billion, an increase of 6 percent over 1994. The U. S. total share of the Japanese horticultural import market decreased in 1995 to 28 percent (by value), down from 29 percent in 1994.

Horticultural products registering significant increases in 1995 included apples, which increased from a negligible amount to over $15.5 million; strawberries (increasing $6.8 million, 24 percent); apple juice (up $19 million, 52 percent); canned cherries (up $4.7 million); broccoli (up $5.4 million, 4 percent); frozen french fries (up $26.4 million, 18 percent); lemons (up $13.5 million, 11 percent); and shelled walnuts (up $5 million, 19 percent).

A few products registered declines in 1995. Beer, fresh grapefruit, and frozen concentrated orange juice declined $22.2 million, $17.4 million, and $15.1 million respectively from the previous year's level.

In 1995, the United States supplied over 90 percent of Japanese imports of lemons, and oranges; apples; fresh cherries, strawberries, and papaya; almonds; dried prunes; broccoli, celery, and lettuce; catsup, tomato paste and puree; canned sweet corn; and potato chips.

Fresh Vegetable Imports - More Room to Grow

Fresh vegetable imports are enjoying an unprecedented boom. The United States accounted for the largest single share of the market at 2 percent with shipments valued at $258 million. The healthfulness of foods, and particularly fresh foods, is becoming more important in Japan, just as it is in the United States. Broccoli and fresh asparagus are the fastest growing vegetable imports. Although onion imports rose four-fold in 1994, much of the increase was due to an unusually poor domestic harvest in Japan.

Despite the impressive increase in imports it is important to remember that these values and volumes represent only a small percentage of total Japanese consumption. Much of Japan's vegetable consumption consists of products alien to Western culture and are not produced in large quantities in the United States These include *taro*, *gogof* (burdock root), *renkon* (lotus root), *haskusai* (Chinese cabbage), *diakon* (Japanese radish), and *bok choi* as well as other items. Imports of these items are supplied by other Asian countries.

It is also worth noting that imports of most Western style vegetables, while demonstrating impressive growth, are not yet substantial parts of domestic consumption. A brief item by item review can put this situation into perspective.

Asparagus imports now equal 50 percent of domestic production, compared to 25 percent in 1989. Production has been constant at 25,000 tons during this period.

Total Japanese imports of asparagus in 1995 increased 7 percent, totaling 22,700 tons while shipments from the United States fell 18 percent.

Celery imports were minuscule in 1989 but now equal 5 percent of consumption. Production has been flat at 42,000 tons since 1989.

The United States supplies 99 percent of the celery Japan imports, although shipments dropped 4.5 percent in 1995.

Broccoli imports now account for almost half of consumption compared to 6 percent in 1989. Domestic production (statistics include related cole crops, i.e. kale, etc.) averages around 75,000 tons. The United States accounts for 99 percent of broccoli imports and shipments rose almost 5 percent in 1995.

Cauliflower imports are negligible even though production has declined from 120,000 tons in 1989 to 40,000 in 1994.

Head lettuce imports sky rocketed from almost nothing in 1989 to over 6,000 tons in 1994, but fell back this year to 3,000 tons. Nevertheless imports account for less than one percent of consumption.

Kabocha (pumpkin squash) imports equaled 30 percent of domestic production in 1989. Since then production has declined and imports have steadily increased to almost equal present domestic production. United States supplies small quantities of kobocha and ranks fourth after Mexico, New Zealand and Tonga.

Onion imports reached over 15 percent of production in 1995 but tend to consist of low grade, lower valued produce. Domestic production has remained constant at 1.1 million tons since 1989.

Tomato imports are negligible due to phytosanitary restrictions. Production has declined steadily in last 15 years from 912,100 tons in 1980 to 643,000 tons in 1993.

Fresh Fruit

The United States accounted for 56 percent of the total value of Japanese fresh fruit imports in 1995, 12 percent above the 1990 market share. Japanese imports of U.S. fresh fruit have increased from $530 million in 1990 to $760 million in 1995.

Japan does not produce grapefruit and lemons, and the United States is the predominant supplier. U.S. oranges face some competition from the domestically produced mikan (Japanese mandarin orange). Nevertheless, production of mikans has been decreasing. Competitors exporting to Japan include Swaziland, South Africa and Israel.

Domestic Japanese *apple* production fluctuates between 900,000 and 1,000,000 tons. Last year phytosanitary restrictions were revised, permitting for the first time imports of Golden and Red Delicious apples from the United States, specifically from the states of Washington and Oregon. In 1994/95, the United States accounted for 99 percent of Japan's imports followed by Korea with 1 percent. New Zealand, the only other country with access to the Japan market, had not registered any exports last year. Shipments have fallen off in 1996 in part because snack style apples such as the golden and red delicious are not as popular as sweeter Fuji and Gala varieties and domestic producers of the popular Fuji style apples have lowered their price to compete with imports.

Avocado imports account for 100 percent of

domestic consumption. Mexico and the United States are the principal suppliers. Shipments from the United States arrive between December and September while those from Mexico enter between October and February. New Zealand occasionally ships avocados between September and March. U. S. exports were down in 1994 and in 1995 due to reduced domestic supplies.

Cherry imports are supplied almost entirely by the United States. Demand for fresh cherries in Japan is strong. Domestic production has grown from slightly under 14,000 tons in 1989 to almost 16,000 tons in 1994. During this period imports have grown from 37 percent of domestic consumption to over 50 percent.

Strawberry imports in 1995 which account for less than 3 percent of domestic consumption, rose 20 percent. Domestic Japanese strawberry production appears to have stabilized around 190,000 tons. Thus, increases in demand may well be supplied from imports, which have increased steadily since 1990. Potential competitors for this market are New Zealand, Mexico and Korea.

Table Grape imports account for about 5 percent of domestic consumption. Both domestic consumption and production of table grapes is declining. Domestic production dropped to 237,500 tons in 1994, from a high of 300,000 tons in the mid-1980's. Since 1990 imports normally have ranged between 8,000 and 9,000 tons. Should domestic production continue to decline, imports may strengthen. The United States supplies Thompson seedless and Red Flame varieties. However, in recent years there appears to be a shift in preference toward the Emperor, Red Globe and Christmas Rose varieties. Other suppliers are Chile, New Zealand and Korea.

Melon imports, which account for less than 1 percent of domestic consumption, declined 10 percent to 32,700 tons in 1995.

Domestic production of melons has declined slightly, to about 900,000 tons, from the mid 1980's when production was slightly over 1 million tons. Domestic melons are high priced because they are intended for the gift market and require high labor costs to produce. Consequently, demand for melons is strong as imports have reflected this strength, increasing 95 percent since 1990. During this period the U.S. share of the import market has fluctuated between 54 and 78 percent. Mexico is the second largest supplier after the United States, followed by New Zealand. However, shipments from both China and Korea could increase due to lower labor costs and their proximity to Japan.

Fruit Juice

Fruit juice imports in 1995 increased by 15 percent in volume and 20 percent in value over 1994. Most of this increase was due to 123 and 27 percent increases in imports of mixed juices and apple juice, respectively. The U.S. market share value for all juices increased from 30 to 43 percent in 1995. Imports of grapefruit juice and both frozen concentrate and non-concentrated orange juice declined 6, 41 and 13 percent, respectively, from last year's level. Brazil is the major competitor of the United States in the orange juice market.

Grapefruit juice is the only juice import dominated by the United States (85 percent of 14.6 million liters imported). Other juices (primarily mixed juices) are next with 60 percent of 78.5 million liters. Grape juice is the third highest, accounting for 52 percent of 15.2 million liters.

According to the Japan Fruit Juice Association, the demand for apple juice is rather constant, averaging around 48,000 tons a year. Domestic production, however, fluctuates slightly. The latest production data available shows a high of 49,000 tons in 1991 and a low of 26,000 tons in 1993, the last year of available data. Imports in 1995 rose 27 percent by volume and were valued at $150 million compared to $120 million in 1994. The U. S. market share rose from 25 percent to 40 percent from 1994 to 1995. Part of this shift may be attributable to lower priced U.S. product. Besides the United States, other important suppliers are Austria, New Zealand, South Africa and China.

Processed Products

In this area, U. S. interests dominate in many product lines. For catsup, tomato paste and puree, canned sweet corn, dried prunes and potato chips, the United States import share is 90 percent or greater.

The Japanese domestic french fry industry remains relatively small, accounting for only 16 percent of the 1995 total supply. From 1994 to 1995, the Japanese industry contracted 12 percent as competitively-priced imports took an increasing share of the market and domestic Japanese supplies of potatoes proved inadequate. Meanwhile, imports, which have expanded 5 percent annually from 1991 to 1994, increased 13 percent in 1995 to provide 83 percent of Japan's total supply.

The United States is by far the largest foreign supplier of canned sweet corn to Japan, with market share at approximately 90 percent. Currently there is only limited third country competition for the U. S. canned sweet corn in the Japanese market, but recent growth in imports from Australia and New Zealand suggest this may change in the near future. In general, a widening range of overseas suppliers are targeting the burgeoning Japanese market for imported vegetables.

Tree Nuts

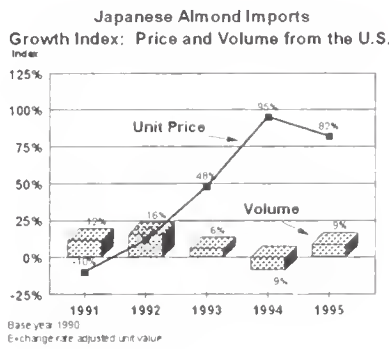
Japanese tree nut imports increased 13 percent in 1995 to $387 million. All categories showed increases except unshelled walnuts, which declined 40 percent from $1.1 million to $626,000.

The United States accounts for nearly all of the market for almonds (over 99 percent) and walnuts (80 percent for shelled; 83 percent for unshelled). China supplies about 93 percent of Japan's chestnuts, the Philippines supplies about 90 percent of the coconut, India supplies 95 percent of the cashews, and Iran ships 85 percent of the pistachios.

Most of the growth in tree nuts is in the basket "other nut" category and in shelled walnuts. The demand for almonds is almost flat, ranging between 18,000 and 22,000 tons regardless of price.

As can be seen from the chart in the next column, higher prices do not reduce imports of U. S. almonds. In part, this may be due to the fact that our competitors cannot replace U. S. supplies. Another reason for the strong demand for almonds is the fact that overseas food manufacturers cannot easily substitute other cheaper tree nuts in their recipes. Spain, and Greece, the world's second and third largest almond producers, could not compete in 1995 due to a 36 percent and 19 percent respective drop in output. Meanwhile U. S. sales continued strong as handlers drew down stocks.

Imports of shelled walnuts, however, have steadily increased from 3,300 tons in 1990 to 8,500 in 1995. The share of the imports during this period also increased, rising from 60 percent to 80 percent.



Beverages

Total imports of wine and beer declined by 3 percent in 1995, principally due to a 15 percent decline in imported beer. However, a 20 percent increase in higher valued grape wines led to an increase in the import value for this category of 3.5 percent.

Beer is the only item in this category dominated by the United States. Although Japanese imports declined from 324 million liters to 274 million liters, U.S. market share rose from 66 to 71 percent in 1995. With wine (product breakouts are not available), France is the leading supplier with 37 percent of total imports, Germany was second (with 19 percent); the United States was third (with 9 percent); and Italy was fourth.

Trade Policy Concerns are Still a Problem

Despite the success of the recent opening of the market for United States apple exports, many technical barriers remain in the Japanese market. Phytosanitary and food chemical issues are very sensitive in Japan, and success in these areas has been gradual. Prior to 1995, no U. S. apples were

permitted entry into Japan because of Japanese phytosanitary regulations. Last year some of these restrictions were revised and limited supplies of Red Delicious and Golden Delicious apples from Washington were permitted entry. Consequently, over $15.5 million of apples were shipped to Japan. The import market potential for apples may be as high as $50 million, but due to continued Japanese phytosanitary concerns with other more popular varieties of apples (such as gala and Fuji), it is not likely to be reached in the near future.

Many other fresh produce imports, including peaches, potatoes, tomatoes, peppers, and eggplant are prohibited because of Japanese plant health regulations. As a result of stringent plant health import regulations that keep out nearly all imports and the existence of a domestic industry, Japan is a net exporter of pears, potatoes, peaches, and persimmons.

Another trade barrier is the distribution system for such products as wine, and the government's role which makes it difficult for wholesalers and retailers to distribute imported wine. Because of these problems, it is much more difficult to market an imported wine vis-a-vis domestic wines.

Quality and Appearance Are Important

While competitive pricing is more important than it used to be, Japanese buyers are stressing product "value", which includes a strong desire for information on how the product can be differentiated from the competition. Some buyers call it "plus alpha" factor, i.e. special product characteristics that go beyond traditional discussion of price and volume. For example, promotion of special soil, water or climatic factors that enhance a product's safety image can be an effective marketing tool.

Marketing in Japan

Japanese consumers have a high disposable income and typically spend a higher percentage of income on food than in the United States. Quality and freshness are paramount concerns. Packaging is given more attention than in the United States, and most food purchases are made by women. While Japan developed a reputation of being a "quality" market only, 3 straight years of slow economic growth have made Japanese consumers more price conscious.

Fresh fruits fill a different niche in Japan than the United States. Fruits are generally not associated with diet or nutrition and are thought of as a luxury item that competes with desserts, sweets and snacks. As the Japanese diet has expanded to include baked goods, per capita consumption of fruits has actually declined. Also perpetuating the luxury image of fruit is the Japanese penchant for the perfect fruit. To a certain extent, the United States has benefited from the image of Japanese fruit and has become known as an alternative fruit supplier at lower prices. The United States dominates the fruit import market, especially the citrus category, which accounts for about three-quarters of the U.S. fruit exports to Japan.

Vegetables, on the other hand, are perceived to be an essential part of the diet and consumption remains strong.

There are five types of retail outlets for food in Japan (in order of importance): 1) "grocery stores," described as small non-self-service stores; 2) specialty food stores, like meat seafood, or tofu shops; 3) supermarkets; 4) convenience stores; and 5) department stores.

The various types of retailers have different approaches in their marketing efforts. Supermarkets use newspaper ads, in-store sampling, and special fairs. Grocery and specialty stores do little more than occasional discounts. Department stores have in-store sampling, special areas in the store for promotions, gift corners, and special fairs.

Fresh Citrus

Fresh grapefruit is now widely marketed throughout Japan, from the northern tip of Hokkaido to the southernmost islands of Okinawa. While the fresh grapefruit market may have reached a mature stage around the 280,000 metric ton level, slower-but-significant expansion is still expected, particularly for red varieties. Red varieties are particularly popular in the Kyushu and Shikoku regions of Japan. Marketing of U.S. fresh grapefruit starts with California and Arizona white grapefruit in the summer months and runs through the early part of fall, followed by smaller quantities of Texas red grapefruit in November through

February, with Florida marketing its grapefruit, both white and red, from November through June.

U.S. oranges are marketed all year in Japan, with a distinct peak in sales during March through June. The peak marketing season for U.S. navel oranges is in March through May, while U.S. Valencia oranges first appear in Japan around May. At the same time, domestic fresh fruits are scarce during this period. Japanese fresh local citrus compete with U.S. oranges in the winter months.

Orange Juice

Orange juice imports consist almost entirely of frozen concentrated orange juice. U.S. exports of frozen concentrate orange juice (FCOJ) to Japan dropped off in marketing year 1995/96 due to strong competition from lower priced Brazilian juice, high inventories and increasing competition from soft drinks. Imports from Brazil have increased due to its tank farm facilities and low prices, making Brazil by far the biggest supplier (74 percent of the total) followed by the United States. Imports of single strength orange juice, although still small compared to FCOJ, are expanding significantly. Industry sources are optimistic about continued growth in this trade, as consumers show a growing preference for "original" taste of fresh orange juice. This is good news for U.S. exporters who are the major suppliers of the single-strength market. In Japan, drinking habits are quite different from those in the West. In particular, it should be noted that the Japanese do not usually drink orange juice for breakfast and that they are accustomed to the taste of local juice which is different than the 100 percent Florida product.

Grapefruit Juice

In 1994, the U. S. continued to dominate the Japanese grapefruit juice (mainly concentrate) market, accounting for about 85 percent of the total. Israel is an important supplier with a market share of 14 percent. According to industry sources, there is a growing demand for pink grapefruit juice.

Frozen Potato Products

Japan is the most important export market for U.S. frozen potato products (e.g., french fries), accounting for approximately 50 percent of all U.S. frozen potato product exports. U.S. shipments to Japan in 1995/96 (July-June) were valued at a record $133 million, a 19 percent increase above the previous year and more than 60 percent above the value of 5 years ago.

The fast food sector sets the tone for Japan's expanding frozen french fry imports. McDonald's restaurants, for example, market more than 50,000 metric tons of french fries annually, while Kentucky Fried Chicken outlets use more than 20,000 tons. Japan's prolonged recession has resulted in some consumers shifting to lower-priced menus in many fast food establishments, which serve french fries. More recently, however, the demand for retort packaged products, lunch boxes and catering has made the food manufacturing industry one of the fastest growing segments of Japan's food industry. This development will likely lead to increased demand for U.S. frozen potato products.

Strawberries

Japan is an important foreign market for both U.S. fresh and frozen strawberries, accounting for more than a third of the total value of U.S. strawberry exports. The United States has approximately a 60 percent share of the frozen strawberry market in Japan with shipments in 1995 valued at $19.4 million, a 24 percent increase above the value of 4 years ago. U.S. fresh strawberries account for more than 95 percent of Japan's imports but less than 3 percent of the actual market, U.S. shipments in 1995 were valued at $21.1 million, a 40 percent increase above the value of 4 years ago.

Frozen strawberries are primarily used for strawberry jam with demand expected to grow as jam manufactures shift to a low sugar jam with more fruit content. Also, the use of frozen strawberries in dairy products is increasing. Although the majority of the demand for fresh strawberries is still being met by domestic production, the export prospect for U.S. strawberries is very promising because of the growing demand in the retail market.

Grapes

Japan continues to be an attractive market for the grape industry. However, the extremely competitive

situation, represented by the large local crop of grapes, has proved to be a very difficult barrier for the California grape industry to overcome. Exports have been stronger in recent years, at around 5,000 metric tons in both 1994 and 1995. In 1995 the value of those exports amounted to almost $9 million. Exports are expected to reach $11 million in 1996.

While the overall volume of grapes exported to Japan has sometimes been disappointing, the value of the grape exports is extremely high. Japanese importers, when they do buy, tend to buy the best quality and pay the highest prices of any buyers in the world. And, with local farming declining in Japan, the long-term outlook for Japan as a grape market is still bright.

Apples

Following many years of efforts aimed at securing access to Japan's market for U.S. apples, Washington State apples entered the market in January 1995. Apple imports in 1995 were slightly below industry expectations due to competition from domestic apples and consumer concerns with chemical residues. In 1996, the situation continued to be disappointing and apple exports declined to $1.3 million. This total represents more than a 700 percent decrease in the first 11 months of 1996 as compared to the same period last year. The Japanese market is expected to remain limited because of a costly and stringent inspection process which requires a tree-by-tree pest inspection. The inspection process translates into a higher U.S. export price for apples destined for Japan. Additionally, Japanese officials have approved imports of only Washington State and Oregon Red and Golden Delicious apples, thus excluding other apple varieties and other states.

Despite these setbacks the Japanese apple market is huge and the Japanese apple industry is the most sophisticated in Asia. In 1995, 80 percent of the 970,100 tons of domestic production was earmarked for the fresh market. The percentage of fresh apples that was distributed for fresh sales has increased dramatically in the last 5 years. However, Japanese per capita apple consumption at 5 kilos per year is about half that of the level in the United States. This is primarily due to the high cost of domestically-grown apples, which has suppressed market growth. Cheaper imports could alleviate this situation. If Japanese apple consumption rose to the level of the United States, the total market could realistically grow by another million tons. Imports would mostly fill this increased demand.

In 1995, the Fuji apple variety dominated approximately 55 percent of the entire market. The next big variety was Tsugaru, with 16 percent market share. These varieties are the most popular in Japan because of the sweetness, which is preferred by Japanese consumers.

Fresh Sweet Cherries

Japan is the most important export market for U.S. fresh cherries. Fresh sweet cherries have enjoyed success in Japan since their introduction in the late 1970's, and this success has continued to the present season. In 1995, Japan imported 17,171 metric tons of fresh cherries with a value of $110 million. These figures represented record levels for fresh sweet cherry shipments to Japan, despite below average crop conditions and an increase in Japanese fresh sweet cherry production, which rose 12.5 percent.

In 1996, the fresh sweet cherry industry is continuing to build upon this success through an aggressive promotional campaign. The industry has attempted to broaden the reach of U.S. fresh sweet cherry sales to outlying regions of Japan and maintain US market share against increasing Japanese production. Although official trade data are not yet available for 1996, California cherries exported from May to early June were estimated at a value of $34 million. These exports were accomplished despite below average crop conditions which resulted in a lower than expected total production.

Raisins

Despite being priced significantly higher than competitor products, U.S. raisins continue to dominate the Japanese raisin import market, maintaining an 88 percent share in 1995. South Africa is the second leading supplier, contributing to about 7 percent of all imported raisins, followed by Turkey, and Australia each with 2 percent. U.S. shipments have risen steadily over the last 5 years, reaching $35.6 million in the 1994/95 season, up about 14 percent from 5 years ago. For the 1995/96 season, U.S. exports are on track to grow again. Exports for the first 10 months of the 1995/96 season hit $33.6 million, up 14 percent from last year.

The U.S. raisin industry works closely with the bakery

and confectionery industry to develop new products that use raisins, and seek new uses for raisins. Other popular outlets for raisins are restaurants, hotels, and institutions. The industry has also been successful in getting raisins in front of consumers using cooking schools, TV shows, and educational events. These activities have resulted in growth in what many have called a mature market.

Prunes

Japan is not only the top export market for U.S. dried prunes, but U.S. prunes dominate the Japanese import market, supplying about 99 percent of product. In the 1994/95 season, U.S. exports to Japan hit $30.2 million. Exports for the first 10 months of the 1995/96 season are down 7 percent compared to the same period last year. However, 1994/95 exports represent an increase of 70 percent from just 5 years ago.

Most U.S. prunes reach the retail level through Japanese "rebaggers" which have good access to the complex Japanese retail system. About 40 percent of all U.S. prunes are natural condition prunes used to make prune extract destined for the manufacturing and baking industry. More so than any other market in the world, the U.S. prune industry has been successful in positioning prunes in Japan as a healthy, high quality snack. Industry promotion efforts emphasize the positive health aspects of eating prunes and focus on prunes' potassium content as means to reduce high blood pressure.

Walnuts

The U.S. walnut industry continues to pursue a dual marketing strategy publicizing the walnut to both the manufacturing and consumer sectors. The manufacturing sector, which uses about three quarters of all U.S. walnuts imported, is targeted through a product development program and advertising. The message is that the walnut is high value ingredient that can add both value and variety to baked and manufactured goods. The smaller consumer program focusses on a health image and is reached through advertising and by targeting institutional users such as hotels and schools. Despite increased U.S. domestic demand for walnuts caused by short crops in other substitutable nut meats, U.S. walnut sales to Japan rose in the first 10 months of 1995/96 to $30.2 million, a 50 percent increase over the same period last year.

Fresh Vegetables

Japan is the second largest U.S. fresh vegetable export market. In 1995, exports were valued at a record $196 million accounting for 18 percent of the total value of U.S. fresh vegetable exports. Fresh vegetable exports to Japan are on a steady upward trend despite a slower pace through the first 5 months of 1996 and phytosanitary impediments to such produce as tomatoes, bell peppers, and eggplant. Major factors stimulating a steady long-term increase in Japanese vegetable imports are:
1) a declining local production caused by non-agricultural land pressures and a dwindling farm population, 2) a desire for year-round supply of vegetables, 3) frequent poor harvests caused by Japan's unstable climate, and 4) a consumer desire for a healthy diet.

U.S. vegetable imports accounted for 25 percent of the $1 billion Japanese fresh vegetable import market in 1995. Japan purchases a wide variety of U.S. vegetables, although the top four in 1995 (onions, asparagus, cauliflower, and broccoli) accounted for 80 percent of the value of fresh vegetable exports to Japan. Leading opportunities include tomatoes, particularly in the food service sector, if market access is achieved, and leafy vegetables and fresh-cut if stringent fumigation requirements are eased.

Wine

Japan is the third largest U.S. wine export market, accounting for $32 million of the record $236 million in U.S. wine exports in 1995. While wine only amounted to 1.7 percent of the total Japanese alcoholic beverage sector in 1995, its share had increased from 1.3 percent in 1993.

Japanese alcoholic beverage pricing policy, changes in the distribution structure, along with the strong yen helped fuel the nearly 16 percent increase in U.S. exports to Japan in 1995. Heated price competition in 1994 caused by the emergence of discount stores forced major wine distributors to cut their margins, making wine more affordable to consumers. On-premise sales have lagged due to a sluggish economy but have been offset by off-premise, particularly discount store, sales.

Major imported bottled wine suppliers and their 1994 market shares were France (46 percent), Germany (23 percent), Italy (11 percent), and Australia (3

percent). U.S. wine captured approximately a 7 percent share in 1995. European wine has a longer tradition of marketing in Japan backed by substantial producer and export subsidies. New world wines from the United States, Australia, and Chile are placed at a disadvantage but the U.S. wine industry, particularly California, now actively promotes its wine to the Japanese trade and consumers.

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JAPANESE IMPORTS OF HORTICULTURAL PRODUCTS
1994 - 1995
(Quantity as shown, Value in $1,000)

Group and Commodity		1994 Quantity U.S.	1994 Value U.S.	1994 Quantity World	1994 Value World	1995 Quantity U.S.	1995 Value U.S.	1995 Quantity World	1995 Value World
Fresh citrus fruit	MT								
Grapefruit		262,735	$244,930	284,965	$268,696	243,181	$227,533	278,129	$275,020
Lemons		85,020	$114,680	90,322	$126,273	87,852	$128,260	94,812	$143,264
Oranges, incl. mandarins		189,705	$186,091	190,439	$194,836	175,852	180,248	186,900	195,276
Other citrus		0	$0	1	$16	0	$0	1	$3
Subtotal		537,460	$545,701	565,727	$589,821	506,886	$536,041	559,841	$613,563
Fresh non-citrus fruit	MT								
Apples		0	$0	242	$772	8,965	$15,552	9,295	$16,227
Avocados		1,298	$4,681	3,741	$9,514	1,803	$4,874	4,726	$10,535
Bananas		1	$3	929,799	$433,428	0	$11	874,108	$435,790
Cherries		15,633	$106,580	15,666	$107,214	12,182	$111,214	12,208	$111,754
Grapes		5,093	$14,189	9,648	$25,766	3,836	$11,668	8,630	$24,301
Melons		28,768	$24,613	36,622	$38,582	21,083	$20,933	32,750	$39,871
Papaya		5,150	$17,981	5,161	$18,049	6,307	$20,792	6,373	$21,051
Peaches, nectarines		0	$0	0	$0	0	$0	0	$0
Pears		0	$0	0	$0	0	$0	16	$38
Strawberries		4,106	$28,398	4,259	$29,645	4,843	$35,264	5,134	$37,797
Other non-citrus		1,135	$3,909	169,607	$178,648	809	3,612	216,144	55,682
Subtotal		61,183	$200,355	1,174,744	$841,617	59,830	$223,921	1,169,385	$753,045
Canned/prepared fruit	MT								
Canned/prep. cherries		1,375	$3,051	5,330	$10,825	2,242	$5,019	7,493	$16,948
Canned peaches		5,043	$6,427	78,770	$75,835	4,895	$5,650	102,320	$89,780
Canned pineapple		1,733	$2,269	83,998	$66,547	1,583	$2,067	75,284	$58,922
Jams and jellies		1,497	$3,342	11,952	$36,716	1,246	$3,278	7,103	$23,239
Other canned/prep. fruit		23,227	$30,514	227,510	$432,985	23,125	$36,471	286,533	$512,918
Subtotal		32,874	$45,603	407,560	$622,908	33,090	$52,485	478,733	$701,807

JAPANESE IMPORTS OF HORTICULTURAL PRODUCTS
1994 - 1995
(Quantity as shown, Value in $1,000)

Group and Commodity		1994 Quantity U.S.	1994 Value U.S.	1994 Quantity World	1994 Value World	1995 Quantity U.S.	1995 Value U.S.	1995 Quantity World	1995 Value World
Dried fruit	MT								
Dried prunes		14,003	$36,994	14,113	$37,196	14,253	$35,008	14,255	$35,024
Raisins		24,935	$39,429	28,473	$44,187	25,785	$40,133	29,243	$45,084
Other dried fruit		1,984	$8,614	14,218	$27,402	1,447	$7,303	17,367	$25,624
Subtotal		40,922	$85,038	56,804	$108,785	41,484	$82,444	60,865	$105,733
Frozen fruit	MT								
Frozen strawberries		16,644	$29,434	28,240	$46,208	16,422	$29,989	29,786	$48,823
Other frozen fruit		3,789	$9,086	16,948	$40,839	3,507	$7,068	19,859	$45,346
Subtotal		20,432	$38,520	45,188	$87,046	19,929	$37,057	49,645	$94,169
Fruit & vegetable juice	KL								
Grapefruit juice		12,939	$30,413	15,468	$35,941	12,529	$26,540	14,619	$31,306
Orange juice (not conc.)		3,529	$4,839	41,887	$67,206	6,506	$8,204	24,890	$43,150
Frozen conc. orange juice		18,747	$34,480	64,761	$108,549	10,016	$19,403	56,286	$107,146
Grape juice		6,768	20,858	14,396	34,999	7,913	$20,537	15,200	$36,579
Apple juice		14,673	$36,315	58,792	$107,268	29,476	$55,274	74,695	$149,811
Other juices		13,505	$34,179	35,112	$94,375	47,461	$77,603	78,547	$169,803
Subtotal		70,161	$161,082	230,417	$448,338	113,901	$207,561	264,237	$537,795
Fresh vegetables	MT								
Asparagus		6,899	$34,281	21,270	$112,205	5,682	$31,461	22,736	$122,208
Broccoli *		69,922	$126,957	72,172	$131,546	73,333	$132,296	74,354	$134,373
Celery		4,384	$3,204	4,396	$3,218	4,187	$3,529	4,192	$3,533
Lettuce		6,136	$9,108	6,199	$9,281	2,743	$4,624	2,784	$4,736
Onions and shallots		158,774	$66,802	207,187	$95,977	131,626	$60,908	246,093	$135,973
Pumpkins		5,788	$3,876	156,783	$110,320	7,085	$6,164	133,189	$116,324
Tomatoes		0	$0	241	$994	0	$0	476	$1,780
Other fresh vegetables		1,942	$7,673	165,773	$429,397	4,278	$18,697	193,243	$520,801
Subtotal		253,846	$251,900	634,021	$892,937	228,934	$257,679	677,067	$1,039,727

JAPANESE IMPORTS OF HORTICULTURAL PRODUCTS
1994 - 1995
(Quantity as shown, Value in $1,000)

Group and Commodity		1994 Quantity U.S.	1994 Value U.S.	1994 Quantity World	1994 Value World	1995 Quantity U.S.	1995 Value U.S.	1995 Quantity World	1995 Value World
Canned/pres. vegetabl	MT								
Catsup and other sauces		10,778	$10,365	11,770	$11,587	13,102	$12,451	13,754	$13,274
Canned mushrooms		0	$0	21,166	$44,331	0	$0	24,717	$34,028
Canned sweet corn		55,323	$63,212	61,694	$72,539	56,931	$64,586	61,945	$74,372
Tomato paste and puree		85,377	$10,723	89,604	$91,425	14,467	$14,103	138,734	$133,236
Sauces and soups		14,458	$31,652	33,783	$82,060	15,809	$37,421	42,528	$105,980
Other canned/pres. veget.		7,859	$9,485	454,410	$474,903	5,785	$11,080	391,791	$521,824
Subtotal		173,796	$125,437	672,427	$776,845	106,093	$139,641	673,468	$882,713
Frozen vegetables	MT								
Frozen potatoes, french fry		142,279	$144,756	162,135	$167,907	162,330	$171,148	183,252	$195,759
Frozen sweet corn		35,851	$45,828	43,798	$56,281	37,779	$49,204	47,098	$61,377
Other frozen potatoes		9,846	$12,154	13,466	$16,179	11,543	$15,190	16,361	$19,700
Other frozen vegetables		28,454	$35,193	239,556	$359,019	34,343	$42,244	253,003	$381,534
Subtotal		216,431	$237,932	458,955	$599,386	245,995	$277,786	499,713	$658,370
Dried vegetables	MT								
Dried onions		3,450	$10,643	4,409	$12,136	4,161	$13,042	5,054	$14,925
Dried potato products		26,877	$29,823	72,514	$50,193	26,894	$31,037	48,105	$43,261
Potato chips		10,815	$63,891	10,887	$64,062	17,867	$68,115	18,291	$70,082
Other dried vegetables		689	$3,979	232,662	$297,400	1,055	$7,956	126,240	$280,232
Subtotal		41,831	$108,336	320,472	$423,791	49,978	$120,150	197,690	$408,500

JAPANESE IMPORTS OF HORTICULTURAL PRODUCTS
1994 - 1995
(Quantity as shown, Value in $1,000)

Group and Commodity		1994 Quantity U.S.	1994 Value U.S.	1994 Quantity World	1994 Value World	1995 Quantity U.S.	1995 Value U.S.	1995 Quantity World	1995 Value World
Tree nuts	MT								
Almonds, shelled/prep.		18,543	$99,561	18,612	$99,973	22,262	$102,832	22,569	$104,697
Almonds, unshelled		26	$141	26	$141	98	$475	98	$475
Pistachios		1,136	$4,661	7,687	$31,108	1,038	$4,580	8,565	$35,403
Walnuts, shelled		4,821	$26,491	6,881	$33,465	6,861	$31,575	8,545	$36,417
Walnuts, unshelled		417	$992	487	$1,117	241	$559	290	$626
Other nuts		2,128	$17,395	48,727	$178,103	1,784	$17,033	53,387	$208,981
Subtotal		27,072	$149,242	82,419	$343,907	32,284	$157,055	93,454	$386,599
Nursery products	MIXED								
Cut flowers	MT		$6,180		$191,627		$5,684		$215,686
Other nursery	MIXED		$9,597		$186,881		$11,254		$253,370
Subtotal	MIXED		$15,777		$378,508		$16,938		$469,056
Hops and products	MT								
Hops extract		6	$250	47	$2,124	10	$276	100	$6,444
Hops pellets		440	$2,696	8,251	$70,430	601	$4,567	8,011	$82,774
Hops cones		3	$22	15	$126	4	$30	4	$30
Subtotal		450	$2,968	8,312	$72,680	616	$4,872	8,115	$89,248

JAPANESE IMPORTS OF HORTICULTURAL PRODUCTS
1994 - 1995
(Quantity as shown, Value in $1,000)

Group and Commodity		1994 Quantity U.S.	1994 Value U.S.	1994 Quantity World	1994 Value World	1995 Quantity U.S.	1995 Value U.S.	1995 Quantity World	1995 Value World
Wine and beverages	KL								
Beer		212,623	$195,402	323,848	$295,655	194,784	$173,247	273,571	$252,007
Sparkling wine		414	$1,813	6,060	$75,704	559	$2,291	7,146	$100,140
Grape wines		7,832	$18,556	83,647	$289,047	9,178	$23,677	100,523	$365,876
Other wine products		0	$2	1,836	$3,439	0	$0	6,993	$10,948
Vermouth		5	$32	2,049	$6,277	20	$46	2,010	$6,472
Other fermented beverages		2,880	$8,952	32,513	$647,192	5,202	$13,595	44,410	$628,502
Subtotal		223,755	$224,757	449,953	$1,317,313	209,744	$212,856	434,653	$1,363,944
Grand Total		1,700,213	$2,192,648	5,107,000	$7,503,883	1,648,763	$2,326,486	5,166,868	$8,104,269

Kenya's Horticultural Industry Becoming A Major Exporter

Steady demand for Kenyan fresh horticultural products in Europe, North America and Middle Eastern countries has transformed Kenya into one of Africa's leading exporters of fresh horticultural products. In 1995, horticultural exports from Kenya totaled 228,000 tons valued at $184 million, up 38 percent from 1994's export volume of 165,000 tons valued at $148 million. Cut flowers, french beans, snow peas, okra, Asian vegetables, avocados, mangoes, and passion fruit are Kenya's leading fresh produce exports. This rise in exports has been encouraged by new private sector investments and the United States Aid for International Development (USAID) program assistance to the Kenyan horticultural sector. The long term prospects for Kenya's fresh horticultural product exports appear promising because of increasing demand and the country's favorable year-round weather conditions.

Horticultural sector

Kenya's horticultural sector developing fast

The horticultural sector is Kenya's number four foreign exchange earner after tourism, tea and coffee. In 1995, horticultural exports totaled approximately 228,000 tons valued at $184 million, up 38 percent from 1994's exports of 165,000 tons valued at $148 million. The rapidly expanding fresh produce sector accounts for about 30 percent of Kenya's total horticultural exports. As the industry prospects brighten, new investments from the private sector have increased. In an attempt to maximize profit margins, some produce growers and processors are now beginning to add value to fresh and processed produce before exporting.

Cut flowers

Cut flowers Kenya's brightest spot

Kenya has been one of Africa's leading producers and exporters of fresh cut flowers for many years, with carnations and roses topping the list. Traditionally, carnations have been Kenya's primary cut flower export item. However, recently export demand for roses has surpassed starworts and carnations (spray and standard). In 1995, the export volume of cut flowers totaled 17,000 tons, accounting for about 60 percent of the total value of horticultural exports from Kenya. The leading markets for Kenyan fresh cut flowers are Holland, United Kingdom and Germany.

Fresh vegetables

Fresh green beans popular in Europe

Fresh vegetable exports from Kenya are dominated by fresh green beans (locally known as French beans or string beans in the United States), followed by Asian vegetables, okra and snow peas. In 1995, exports of French beans from Kenya totaled almost 10,000 tons, up 3 percent from 1994. France and the United Kingdom are Kenya's largest markets for French beans.

Kenyan production of high quality French beans attracts premium prices in Europe

The demand for French beans from Kenya continues to grow in Europe because of the beans' high quality. In recent years, the per unit value of French beans from Kenya has increased because processors are now adding value through consumer pre-packaging techniques

before exporting the product. In addition to fresh bean exports, about 7,000 tons of canned beans (including the brine) are exported annually from Kenya.

Asian vegetables, snow peas and okra also gaining popularity in Europe

In 1995, Kenya exported approximately 7,000 tons of Asian vegetables, 2,000 tons of okra and 1,000 tons of snow peas to the United Kingdom. The demand for fresh vegetables, especially from the Asian communities in the United Kingdom, has been rising steadily.

Sea transportation boosting fresh fruit exports

Some of the major restrictions in Kenya's development of its horticultural export business have been the lack of available air cargo space, expensive air freight costs, and changing consumer demand. Kenya has overcome the problems of expensive air cargo freight by introducing sea transportation for fresh fruits to Europe. Due to the lower sea transportation costs compared to air freight charges, the export volume of fresh fruits in 1995 increased to about 13,000 tons, up from 11,800 tons in 1994. With sea transportation now available at reasonable costs, the short-term prospects for Kenya's exports of fresh fruits look good.

Exports of processed nut products growing

Kenya produces, processes and exports macadamia and cashew nuts. Production and processing of macadamia nuts is more developed than that of cashew nuts. The annual export volume of macadamia nuts is about 550 tons. The leading markets for Kenyan macadamia nuts are the United States, Germany and Japan.

Cashew nut production is concentrated near the port of Mombasa. Following the privatization of the cashew nut industry about 3 years ago, production and export volumes have risen. Kenya's processed cashew nuts are exported to Germany and the United States.

USAID support

The development of Kenya's horticultural sector has been strengthened by the Kenyan Export Development Support (KEDS) program, a 7 year project (July 1991-December 1998) funded by USAID.

Kenya: Total Horticultural Exports

Years	Metric Tons	Value ($Million)	Exchange Rate
1991	169,292	145	25.50
1992	154,112	140	29.80
1993	265,305	135	58.00
1994 1/	165,481	148	56.05
1995	228,576	184	57.50

Source: Kenya Economic Survey 1996. Note: Values are based on annual average exchange rates.1/ Down due to drought in 1993/94.

For further information on supply, distribution and trade, please contact Emanuel McNeil at (202) 720-2083. For information on marketing opportunities, contact Wayne Molstad at (202) 720-0898.

Export Opportunities Arise for U.S. Onions to Korea

A dramatic drop in Korea's domestic onion production in 1996 could boost U.S. onion sales to that market. Korea will require an estimated 50,000 tons of onion imports this year. Onion production in Korea in 1996 is estimated at 570,000 tons, down 41 percent from last year's outturn, and about 50,000 tons short of annual consumption average of about 620,000 tons. In order to fill the shortfall in outturn, onion tenders are expected to take place later this year or early next year when domestic supplies are consumed. Tenders held during the later part of the year would provide improved opportunities for U.S. onions due to the off-season for U.S. major competitors, namely New Zealand, Australia and Taiwan. In 1995, a bumper onion crop in Korea reduced U.S. onion sales to just $2 million, compared to record sales in 1994 valued at $16 million. Prior to 1993, U.S. onion sales to Korea were zero.

Production

Korean onion outturn expected down in 1996

Onion production in Korea in 1996 is estimated at 570,000 metric tons, down 41 percent from 975,000 tons produced in 1995. A bumper harvest in 1995 led to over-supply that depressed prices, causing farmers to reduce their planted area this year. As a result, planted area for 1996 is expected to decline 39 percent from a year ago. In addition, cold and dry winter weather conditions hampered the early and mid-season harvests, while unusually hot weather in late May affected the late harvests.

Onion are harvested in Korea at three different periods

Onion production is centered in the southern part of the Korean peninsula, including the island province of Cheju. Onions are harvested during three different periods: 1) Early-season harvest, April to mid-May; 2) Mid-season harvest, late May to mid-June; and 3) Summer harvest, the largest onion crop, June to July. After the onions are harvested, they are cool-stored in warehouses until October when onions are marketed from storage.

Consumption

The bulk of total production is consumed domestically

Total annual consumption of onions in Korea is approximately 620,000 tons, with consumption per household at approximately 6 kilograms. About 95 percent of total onion production in Korea is consumed fresh and the remaining is processed. Households and Chinese restaurants are the major consumers of onions in Korea. In households, onions are used for making kimchi, sauces, and stews. During the peak harvesting season (May to July), fresh onions are preserved in soy sauce in households. Onion juice is also used for removing food odors from meat and raw fish. In processing, onions are used in dried soup mixes.

Distribution

Distribution channel for onions in Korea

The distribution channel for onions in Korea goes through four steps: *producers, consolidators, wholesalers, retailers and consumers*. During the peak harvest periods, consolidators and producers forward their onions directly to wholesale markets. During the off-season, onions are released from

cold-storage to the wholesale market. At wholesale markets, 75 percent of the onions are distributed to the second wholesalers; 5 percent go to large distributors such as supermarkets and 20 percent to retailers. The Agricultural and Fisheries Marketing Corporation (AFMC), a state trading company, controls all imported onions. Once imported by AFMC, the onions are normally stored and released onto the market in an attempt to stabilize prices.

Restrictions and Tariffs

Phytosanitary certificates required

The importation of onions into Korea from the United States requires a phytosanitary certificate issued by the U.S. Department of Agriculture's Animal and Plant Health Inspection Service. Fresh onion imports to Korea were liberalized in 1995 under the Uruguay Round under a tariff rate quota system. AFMC is the exclusive importer of onions to Korea, and holds irregularly-timed tenders. The in-quota tariff rate is 50 percent, while the out-of-quota rates range from 135 percent to 147 percent. The tariff rate quota for 1996 is 13,289 metric tons. The quota will be increased by 919.5 tons per year until year 2004 when it will be set at 20,645 tons.

Korea: Tariff-Rate Schedule for Onions

Year	Quota Volume	In-Quota Percent	Out-of-Quota 1/ Percent or Won/Kg
1996	13,288.6	50	147.0% or 196
1997	14,208.1	50	145.5% or 194
1998	15,127.7	50	144.0% or 192
1999	16,047.2	50	142.5% or 190
2000	16,966.8	50	141.0% or 188
2001	17,886.4	50	139.5% or 186
2002	18,805.9	50	138.0% or 184
2003	19,725.5	50	136.5% or 182
2004	20,645.0	50	135.0% or 180

1/ Whichever is higher
Source: Korea Customs Service

Import situation

Onion market liberalized

In 1995, the first year of the Korea's onion import obligation, Korea purchased 7,483 tons of fresh onions, 16 tons of frozen and 489 tons of dried (equivalent to 12,000 tons fresh basis).

Korea: Fresh Onion Imports by Country of Origin (Metric tons)

Origins	1994	1995
United States	44,966	7,483
New Zealand	6,215	0
China	4,101	0
Taiwan	2,640	0
Others	873	0
Total	58,795	7,483

Source: U.S. Agricultural Counselor

Export outlook

Low production, no exports

Because of a poor Korean onion harvest expected for 1996, Korea will not be able to export fresh this season. In 1995, Korea exported approximately 18,300 tons valued at US$9.5 million, mainly to Japan, due to a bumper crop.

Prices

Rising prices

Because of Korea's poor onion crop this year, the onion market in Korea experienced a dramatic rise in prices. The wholesale prices rose from 170 Won per kilogram in July 1995 to about 1,400 Won per kilogram by early May 1996. Once the early harvest hit the market during May-June, prices stabilized at around 500 to 600 Won per kilogram.

Market Opportunity

Good market opportunity for U.S. onions

There is a good market opportunity for U.S. onions to Korea this year with a situation similar to the one that developed in 1994. Reportedly, there will be a need for about 50,000 to 70,000 tons of fresh onion imports this year.

AFMC already has fulfilled its MMA quota for 1996 through tenders held in April. Additional tenders were held in May (3,000 tons) and July (8,000 tons). The results of the tenders are as follows:

Korea: Onion Tender Results From Jan-July 1996

Bid Date	Origin	Metric tons	Price (US$)	Arrival
4/12/96	Taiwan	3,000	440.00	5/05/96
4/17/96	Taiwan	1,000	387.00	5/10/96
4/17/96	Australia	1,000	394.50	5/10/96
4/24/96	New Zea	4,789	458.00	5/20/96
5/07/96	USA	3,000	422.00	8/20/96
7/12/96	USA	2,000	533.00	8/30/96
7/12/96	USA	2,000	513.30	8/30/96
7/12/96	USA	2,000	513.70	8/15/96
7/12/96	USA	2,000	513.50	8/15/96

Note: Bidding prices are based on C&F Pusan per metric ton.

Korea's major onion competitors' production, harvest season and general delivery periods

An unofficial survey conducted by AFMC shows onion production, harvest season and general delivery time by major market competitors with different harvest season and delivery time as follows:

Country	Harvest-Season	Production (000 MT)	Delivery (days)
New Zealand	Jan-March	1,100	40
Australia	Jan-March	180	40
Taiwan	Feb-April	30-40	30
United States	May-Aug	2,850	60
Netherlands	Aug-Sept	600	60
China (south)	Jan-March	4,000	40

Current Market Policy

Foreign suppliers are not allowed to participate directly in onion tenders but must go through local importers/agents or through the following overseas AFMC offices:

Mr. Kim, Hak Soo, Manager
Korea Agricultural Trade & Information Center
1699 Wall Street, suite 104, Mount Prospect
Chicago, Ill., 60056
Phone: (708) 437-8080
Fax: (708) 437-2121

Mr. Cho, Hae Young, Manager
Korea Agricultural Trade & Information Center
#34, 35, Review Ave. L.I.C.
New York, New York 11101
Phone: (718) 784-0290
Fax: (718) 784-0554

United States

U.S. onion outturn sets new record level

In 1995, U.S. onion production was 2.9 million metric tons, a record level, and up about 1 percent from the previous record set in 1994. The 1995 summer storage crop (excluding California, producing mostly for dehydration) is estimated at 1.6 million tons, down slightly from 1994's level due mainly to reduced planted and harvested area. The summer storage crop is harvested and stored for distribution during the fall and winter months, and generally accounts for about 55 percent of the total U.S. production. Average yields in Colorado, Oregon, and Washington state were off from a year earlier, due to a late start in planting and cool

early-season weather.

Export demand continues to spur growth for U.S. onion sales

Export demand for U.S. onions continues to be a driving force in sales growth, and a key factor in holding up grower prices. In 1995, U.S. total onion sales were valued at $103 million, down 16 percent from 1994's value of $123 million, due mainly to reduced sales to Japan and Korea. In 1994, Japan became the number one U.S. market, followed by Canada and Korea. But in 1995, Canada regained number one customer status by importing $44 million worth of U.S. onions, compared to Japan with onion imports at $36 million. During the past few years, Korea has become an important niche market for U.S. fresh onion exports. Strong recent surges in U.S. onion shipments to Japan and Korea have been triggered by the poor onion harvest in Hokkaido and southern Korea. U.S. onion sales to Asia, mainly Japan and Korea, over the past few years have grown by leaps and bounds. Because of the erratic weather patterns occurring in competing world markets and continued strong demand, the outlook for U.S. fresh onion sales to Asia appears promising.

United States: Fresh Onion Exports ($1,000)			
Country of Destination	1993	1994	1995
Canada	49,205	38,836	43,789
Japan	12,137	43,722	36,339
Korea, Rep.	19	15,634	2,105
Hong Kong	1,600	2,659	2,018
Taiwan	3,628	3,385	4,471
Russian Fed.	4	816	1,693
Others	11,997	18,347	12,254
Total	78,399	123,398	102,669

(For additional information on article, contact Emanuel McNeil at 202-720-2083. For information on U.S. marketing opportunities, contact Wayne Molstad at 202-0898.)

U.S. EXPORTS OF SELECTED COMMODITIES BY DESTINATION
MARKETING YEAR BEGINNING AS INDICATED
JUNE96

COMMODITY AND COUNTRY / COUNTRY REGION		QUANTITY CURR MO LAST YR	QUANTITY CURR MO CURR YR	QUANTITY YR TOT LAST YR	QUANTITY YR TOT CURR YR	QUANTITY LAST YEAR	VALUE (1,000 DOLLARS) CURR MO LAST YR	VALUE (1,000 DOLLARS) CURR MO CURR YR	VALUE (1,000 DOLLARS) YR TOT LAST YR	VALUE (1,000 DOLLARS) YR TOT CURR YR	VALUE (1,000 DOLLARS) LAST YEAR
FRESH FRUIT											
FR. APPLES(JUL)	MT										
TAIWAN		2,861	2,906	115,342	101,650	115,342	1,482	1,717	87,403	72,448	87,403
MEXICO		8,004	9,333	87,269	80,802	87,269	4,324	4,651	48,541	41,697	48,541
CANADA		6,107	7,187	80,941	78,790	80,941	4,225	5,634	57,839	62,246	57,839
HONG KONG		9,365	2,037	74,782	49,741	74,782	5,285	1,204	42,447	31,788	42,447
EU-15		2,217	2,466	52,609	35,480	52,609	1,485	1,546	26,280	21,366	26,280
INDONESIA		5,572	5,075	43,268	49,455	43,268	3,468	3,824	25,653	33,534	25,653
OTHER		8,551	5,085	243,618	166,636	243,618	5,921	3,291	134,915	104,109	134,915
Subtotal:-----		42,678	34,088	697,829	562,555	697,829	26,189	21,868	423,079	367,188	423,079
FR. PEARS(JUL)	MT										
MEXICO		1,600	1,305	46,838	28,430	46,838	917	664	22,124	14,384	22,124
CANADA		694	1,375	43,892	44,348	43,892	709	1,329	27,391	31,557	27,391
EU-15		0	317	9,096	11,582	9,096	0	279	3,585	5,090	3,585
BRAZIL		0	0	8,882	21,747	8,882	0	0	4,031	9,522	4,031
TAIWAN		74	157	8,547	11,438	8,547	23	92	5,169	6,655	5,169
OTHER		98	237	17,519	25,768	17,519	92	217	9,997	15,361	9,997
Subtotal:-----		2,467	3,391	134,774	143,313	134,774	1,741	2,581	72,297	82,570	72,297
APRICOTS(MAY)	MT										
CANADA		1,160	1,122	1,968	1,842	2,679	1,618	1,607	2,736	2,567	3,632
EU-15		115	77	190	207	431	347	76	611	186	796
MEXICO		133	69	152	69	324	129	57	141	57	289
HONG KONG		0	0	0	0	222	0	0	0	0	611
OTHER		37	41	105	55	596	37	46	95	84	773
Subtotal:-----		1,444	1,309	2,415	2,173	4,252	2,131	1,785	3,583	2,893	6,102
FR CHERRIES(MAY)	MT										
JAPAN		7,145	4,493	14,598	10,483	17,183	53,141	28,728	95,385	65,883	110,610
EU-15		786	841	1,572	1,826	9,184	1,748	1,882	2,631	4,025	12,873
CANADA		1,410	1,896	1,603	2,456	3,492	3,811	5,432	4,457	7,181	8,773
NETHERLANDS		219	423	543	847	3,233	204	423	507	862	2,712
BELGIUM-LUXEMBOU		194	81	505	164	2,826	151	68	390	161	2,804
TAIWAN		656	1,037	1,229	1,501	2,120	1,839	3,600	4,117	5,793	6,428
OTHER		737	794	784	1,007	1,714	2,030	2,843	2,256	3,868	4,364
Subtotal:-----		10,734	9,060	19,787	17,273	33,692	62,569	42,485	108,848	86,750	143,048
PEACH-NECTRN(MAY)	MT										
CANADA		11,275	11,065	16,968	17,275	40,277	11,482	11,077	19,085	17,572	42,457
MEXICO		193	357	193	505	11,693	134	211	134	293	5,164
TAIWAN		1,680	4,362	2,183	5,091	9,818	1,785	4,145	2,503	4,839	11,033
OTHER		691	1,824	971	2,395	4,821	591	1,885	833	2,543	4,035
Subtotal:-----		13,839	17,608	20,239	25,265	66,534	13,991	17,317	22,477	25,247	62,612
PLUM-PRUNES(MAY)	MT										
CANADA		2,990	4,330	3,989	5,080	14,364	4,787	5,220	6,358	6,444	20,733
TAIWAN		1,477	1,293	1,613	1,360	14,000	1,472	1,026	1,626	1,086	15,084
HONG KONG		222	528	222	528	5,459	261	495	261	495	6,119
OTHER		215	826	233	1,202	4,590	228	823	259	1,461	4,969
Subtotal:-----		4,904	6,977	6,058	8,170	38,413	6,749	7,565	8,503	9,486	46,905
FR AVOCADOS(OCT)	MT										
EU-15		50	89	5,623	4,816	8,266	156	139	4,984	3,790	7,016
FRANCE		33	18	3,441	278	5,243	81	55	2,915	294	4,300
JAPAN		527	494	1,562	2,113	2,086	937	1,060	2,929	4,203	3,960
CANADA		147	70	1,575	883	1,958	194	105	1,459	901	1,969
NETHERLANDS		0	0	1,001	3,321	1,303	0	0	928	2,449	1,166
UNITED KINGDOM		13	71	926	921	1,228	51	84	931	832	1,180
OTHER		9	24	128	100	181	15	44	203	220	284
Subtotal:-----		732	677	8,889	7,911	12,490	1,302	1,347	9,575	9,114	13,229
FR KIWIFRUIT(OCT)	MT										
CANADA		354	148	3,705	2,152	4,021	415	151	4,515	2,712	4,885
KOREA, REPUBLIC		0	0	2,659	1,572	2,659	0	0	4,282	2,640	4,282
TAIWAN		0	0	1,378	509	1,395	0	0	2,114	831	2,140
OTHER		0	150	1,380	875	1,430	0	106	1,710	943	1,778
Subtotal:-----		354	298	9,121	5,108	9,505	415	257	12,621	7,126	13,084
FRESH GRAPES (MAY)	MT										
CANADA		7,349	5,441	11,692	7,935	103,704	10,187	9,869	17,856	14,761	118,691
HONG KONG		373	245	388	264	30,319	425	312	438	329	40,706
TAIWAN		298	57	310	57	12,897	352	55	381	55	16,002
MEXICO		0	0	0	20	12,813	0	0	0	18	12,074
OTHER		3,201	2,588	4,553	3,997	67,159	4,586	5.226	6,892	7,891	90,470
Subtotal:-----		11,221	8,332	16,943	12,275	226,892	15,551	15,463	25,568	23,055	277,943
FR STRAWBRIS(JAN)	MT										
CANADA		5,637	4,400	24,636	30,174	37,075	6,883	6,158	34,095	38,917	51,078
JAPAN		781	639	1,122	806	6,653	2,817	2,364	3,780	2,959	24,166
MEXICO		0	109	13	114	3,002	0	86	12	94	2,396
EU-15		193	422	442	1,618	2,696	524	1,299	1,152	4,488	6,343
OTHER		129	48	598	402	1,093	386	148	1,719	1,255	3,171
Subtotal:-----		6,739	5,616	26,811	33,115	50,518	10,610	10,056	40,757	47,712	87,154
FR ORNG INC TMPL(NOV)	MT										
CANADA		11,310	8,786	158,104	158,032	178,854	5,236	4,197	75,220	78,432	86,917
JAPAN		22,568	9,863	148,758	114,066	168,591	16,010	6,821	101,236	76,850	117,639
HONG KONG		12,720	9,614	88,608	74,479	128,098	6,566	4,683	45,774	37,073	65,705
OTHER		12,602	10,056	85,617	95,317	100,574	6,844	5,546	45,535	52,737	53,495
Subtotal:-----		59,201	38,319	481,087	441,895	576,116	34,657	21,247	267,766	245,092	323,756
FR GRPFRT(SEP)	MT										
JAPAN		20,021	8,011	226,542	229,167	246,310	11,119	4,797	124,289	136,600	136,506
EU-15		224	104	116,432	139,968	116,454	105	40	51,111	62,004	51,175
CANADA		3,934	3,533	72,468	68,023	77,472	1,746	1,875	27,740	27,296	30,226
FRANCE		7	0	43,406	54,645	43,428	9	0	18,952	24,051	19,016
NETHERLANDS		67	68	33,908	47,703	33,908	30	23	15,232	21,160	15,232
OTHER		2,493	1,943	40,181	40,058	45,648	1,389	1,003	20,383	21,200	23,343
Subtotal:-----		26,672	13,591	455,623	477,216	485,884	14,360	7,715	223,523	247,101	241,251
FR TANGERINES(NOV)	MT										
CANADA		0	0	9,432	12,376	10,651	0	0	8,591	10,395	9,619
JAPAN		17	0	662	1,191	662	16	0	843	1,129	843
OTHER		0	0	1,229	2,372	1,230	0	0	1,097	2,527	1,100
Subtotal:-----		17	0	11,322	15,938	12,543	16	0	10.532	14,050	11,563

U.S. EXPORTS OF SELECTED COMMODITIES BY DESTINATION
MARKETING YEAR BEGINNING AS INDICATED
JUNE96

COMMODITY AND COUNTRY / COUNTRY REGION		QUANTITY CURR MO LAST YR	QUANTITY CURR MO CURR YR	QUANTITY YR TDT LAST YR	QUANTITY YR TDT CURR YR	QUANTITY LAST YEAR	VALUE (1,000 DOLLARS) CURR MO LAST YR	VALUE (1,000 DOLLARS) CURR MO CURR YR	VALUE (1,000 DOLLARS) YR TDT LAST YR	VALUE (1,000 DOLLARS) YR TDT CURR YR	VALUE (1,000 DOLLARS) LAST YEAR
CANNED FRUIT											
CND PEACH&NECT(JUN)	MT										
CANADA		594	237	594	237	5,589	516	253	516	253	5,285
JAPAN		596	362	596	362	4,290	623	360	623	360	4,530
KOREA, REPUBLIC		139	118	139	118	2,495	116	98	116	98	2,031
TAIWAN		154	57	154	57	1,852	148	51	148	51	1,649
OTHER		560	486	560	486	7,068	523	485	523	485	6,644
Subtotal:-----		2,043	1,259	2,043	1,259	21,293	1,926	1,247	1,926	1,247	20,139
CND PEARS(JUN)	MT										
CANADA		182	302	182	302	5,669	159	287	159	287	5,086
JAPAN		84	58	84	58	623	112	46	112	46	589
OTHER		61	36	61	36	1,023	53	41	53	41	995
Subtotal:-----		326	396	326	396	7,315	323	374	323	374	6,670
CND PNEAPL(JAN)	MT										
JAPAN		238	0	791	255	1,130	205	0	739	251	1,021
CANADA		72	67	427	735	959	93	85	440	762	964
EU-15		47	32	548	374	855	41	38	435	331	665
GERMANY		47	32	408	142	696	41	38	319	138	532
MEXICO		0	6	30	15	184	0	6	21	14	142
OTHER		7	59	411	487	489	9	57	414	402	496
Subtotal:-----		370	164	2,206	1,866	3,618	347	185	2,049	1,760	3,288
FRT MIXTURES(JUN)	MT										
CANADA		405	580	405	580	5,531	524	726	524	726	6,954
PHILIPPINES		217	133	217	133	4,313	226	150	226	150	5,012
JAPAN		427	486	427	486	4,163	597	542	597	542	4,855
SINGAPORE		478	167	478	167	3,124	520	226	520	226	3,495
HONG KONG		426	197	426	197	2,793	473	208	473	208	3,192
OTHER		572	435	572	435	6,342	691	580	691	580	7,421
Subtotal:-----		2,575	1,999	2,575	1,999	26,266	3,031	2,432	3,031	2,432	30,930
DRIED FRUIT											
DRD RAISINS(AUG)	MT										
EU-15		3,780	4,436	52,721	50,343	57,471	5,485	7,143	82,630	81,835	89,847
UNITED KINGDOM		2,065	2,600	25,193	24,468	27,824	2,922	4,261	38,255	39,498	42,083
JAPAN		2,183	1,851	22,364	23,124	24,527	3,153	2,840	32,485	36,495	35,608
CANADA		756	921	10,161	9,637	10,946	1,556	1,850	20,535	19,364	22,187
GERMANY		482	536	7,457	8,143	8,184	699	832	10,867	12,545	12,000
OTHER		1,280	1,801	26,061	25,027	27,927	2,245	3,143	43,618	44,351	46,450
Subtotal:-----		8,000	9,008	111,308	108,131	120,871	12,439	14,976	179,268	182,044	194,093
DRD PRUNES(AUG)	MT										
EU-15		1,744	3,098	30,997	32,358	33,645	4,289	6,584	76,165	75,712	82,871
JAPAN		1,522	1,180	12,680	11,814	13,614	3,296	2,504	28,043	25,508	30,245
GERMANY		671	927	9,719	10,599	10,549	1,677	2,120	23,325	24,595	25,549
ITALY		332	554	5,929	6,418	6,521	895	1,323	15,611	15,947	17,101
UNITED KINGDOM		374	485	4,461	5,028	4,943	806	937	9,528	10,600	10,596
CANADA		364	375	4,109	3,876	4,320	895	847	9,741	9,147	10,271
OTHER		662	927	7,820	8,861	8,235	1,419	2,098	16,645	18,788	17,546
Subtotal:-----		4,292	5,580	55,606	56,909	59,815	9,899	12,034	130,594	129,156	140,933
FRUIT JUICES(SSE)											
ORANGE JU CNC (DEC)	KL										
EU-15		8,815	13,399	75,443	72,668	148,694	3,685	5,740	35,794	31,409	59,417
NETHERLANDS		950	11,392	24,477	39,638	65,493	561	4,248	17,273	15,334	29,793
FRANCE		5,655	779	31,987	19,310	42,004	1,909	360	10,887	8,573	14,383
CANADA		2,028	1,496	17,939	16,814	31,993	3,788	2,848	30,268	28,790	53,116
KOREA, REPUBLIC		553	1,475	13,882	11,336	19,230	673	1,184	8,148	7,464	10,999
JAPAN		3,250	9,251	10,786	34,132	18,017	1,536	3,811	7,496	18,616	12,347
OTHER		5,125	4,440	39,261	31,958	71,989	2,702	1,823	18,043	13,127	31,600
Subtotal:-----		19,771	30,062	157,312	166,908	289,923	12,384	15,406	99,748	99,405	167,479
ORNG JU NTCNC(DEC)	KL										
CANADA		7,489	7,965	49,270	62,237	88,874	5,168	5,535	35,826	44,502	64,450
EU-15		4,142	4,576	35,427	18,075	40,805	1,919	2,801	19,772	12,069	22,965
BELGIUM-LUXEMBOU		2,900	2,119	21,914	9,433	23,918	1,187	1,274	11,882	6,192	13,154
UNITED KINGDOM		1,089	522	8,721	5,621	11,324	640	332	5,190	3,946	6,715
OTHER		1,628	1,460	13,418	14,422	23,107	1,320	1,443	9,737	11,770	16,933
Subtotal:-----		13,259	14,000	98,115	94,733	152,786	8,407	9,779	65,335	68,340	104,348
GRPFRT JU CNC (DEC)	KL										
EU-15		2,502	5,233	14,857	18,028	26,579	1,330	2,255	11,019	9,903	16,416
NETHERLANDS		1,558	2,470	8,924	6,235	15,777	944	955	8,295	4,144	11,020
JAPAN		1,924	3,574	9,383	14,033	14,625	1,582	2,144	9,445	11,618	14,327
ARGENTINA		0	0	4,399	238	4,496	0	0	1,348	188	1,371
GERMANY		172	9	2,624	656	3,910	81	7	1,122	361	1,953
ISRAEL		0	221	2,214	4,293	3,553	0	103	683	1,210	1,257
OTHER		497	529	2,846	4,515	5,617	680	643	4,016	4,907	7,257
Subtotal:-----		4,923	9,557	33,700	41,105	54,870	3,593	5,145	26,511	27,825	40,678
FRESH VEGETABLES											
FR ASPARAGUS(OCT)	MT										
JAPAN		63	29	9,217	5,658	10,410	255	109	40,915	24,194	44,501
CANADA		819	348	5,287	4,156	5,577	1,949	866	13,325	11,420	14,163
EU-15		181	206	961	1,123	1,247	436	560	2,681	3,712	3,340
SWITZERLAND		16	27	1,082	1,979	1,083	38	80	3,955	6,555	3,960
OTHER		70	39	184	139	227	202	149	711	556	854
Subtotal:-----		1,149	648	16,731	13,055	18,544	2,881	1,765	61,587	46,437	66,818
FR ONIONS(OCT)	MT										
JAPAN		4,746	2,076	124,229	61,228	142,128	1,764	516	36,558	14,035	41,391
CANADA		13,899	11,605	81,223	78,365	111,727	4,692	4,278	35,814	27,506	45,284
OTHER		1,907	469	42,686	24,363	57,412	640	128	13,898	8,139	18,352
Subtotal:-----		20,552	14,150	248,138	163,956	311,267	7,096	4,923	86,270	49,680	105,026
CANNED VEGETABLES											
CND SWT CORN(AUG)	MT										
JAPAN		5,088	4,739	53,253	40,118	58,455	4,494	4,141	45,674	31,828	50,065
EU-15		5,178	3,687	37,794	41,918	41,755	4,006	2,843	28,639	32,101	31,506
TAIWAN		882	1,895	14,844	18,763	15,315	914	1,599	13,870	16,480	14,279
GERMANY		2,158	1,436	13,176	16,831	14,333	1,615	1,066	9,824	13,034	10,642
UNITED KINGDOM		1,734	1,507	11,658	11,792	13,583	1,438	1,145	9,038	9,160	10,460
HONG KONG		807	2,481	11,799	16,347	12,437	678	2,018	9,987	13,427	10,484
OTHER		3,362	3,332	35,001	32,612	38,380	2,773	2,768	30,032	26,965	32,879
Subtotal:-----		15,316	16,133	152,691	149,757	166,342	12,864	13,369	128,201	120,800	139,213

U.S. EXPORTS OF SELECTED COMMODITIES BY DESTINATION
MARKETING YEAR BEGINNING AS INDICATED
JUNE96

COMMODITY AND COUNTRY (COUNTRY / REGION)		QUANTITY CURR MO LAST YR	QUANTITY CURR MO CURR YR	QUANTITY YR TDT LAST YR	QUANTITY YR TDT CURR YR	QUANTITY LAST YEAR	VALUE (1,000 DOLLARS) CURR MO LAST YR	VALUE CURR MO CURR YR	VALUE YR TDT LAST YR	VALUE YR TDT CURR YR	VALUE LAST YEAR
CND TOM PAS(JUL)	MT										
CANADA		3,429	4,030	47,971	45,326	47,971	2,964	3,202	39,066	37,231	39,066
JAPAN		823	1,394	10,450	12,354	10,450	735	1,067	8,400	10,120	8,400
EU-15		0	1,797	6,632	6,190	6,632	0	1,013	5,159	4,313	5,159
ITALY		0	1,797	6,361	5,255	6,361	0	1,013	4,903	3,369	4,903
OTHER		342	2,361	24,833	23,771	24,833	338	2,067	20,846	19,102	20,846
Subtotal:-----		4,595	9,582	89,886	87,641	89,886	4,037	7,349	73,471	70,767	73,471
CND TOM SAUCE(JUL)	MT										
CANADA		6,012	4,896	50,570	54,007	50,570	5,280	4,363	48,443	49,485	48,443
EU-15		231	216	7,888	5,305	7,888	393	331	8,307	5,929	8,307
JAPAN		763	818	6,052	6,116	6,052	1,111	825	7,249	6,143	7,249
MEXICO		261	295	5,653	2,967	5,653	197	225	3,882	2,345	3,882
UNITED KINGDOM		55	45	5,016	2,070	5,016	76	63	4,781	1,958	4,781
OTHER		646	1,123	8,856	12,025	8,856	831	1,102	9,499	13,244	9,499
Subtotal:-----		7,913	7,347	79,019	80,420	79,019	7,812	6,846	77,380	77,147	77,380
FRZN VEGETABLES											
FZN SWT CORN(JUL)	MT										
JAPAN		3,566	3,739	38,749	40,120	38,749	3,411	3,374	37,029	35,756	37,029
TAIWAN		143	100	5,314	1,130	5,314	113	91	4,347	1,065	4,347
CANADA		338	430	3,863	3,323	3,863	264	364	3,012	2,852	3,012
AUSTRALIA		76	95	3,762	1,330	3,762	66	69	3,036	1,093	3,036
HONG KONG		519	421	3,716	3,872	3,716	444	305	3,157	2,878	3,157
OTHER		768	769	12,961	9,198	12,961	709	574	9,435	6,855	9,435
Subtotal:-----		5,410	5,553	68,366	58,972	68,366	5,008	4,777	60,015	50,498	60,015
FZN F FRY(JUL)	MT										
JAPAN		15,508	19,725	158,699	183,767	158,699	11,305	14,412	115,179	135,152	115,179
EU-15		6,640	293	36,974	9,260	36,974	4,566	199	26,383	6,247	26,383
KOREA, REPUBLIC		1,438	2,517	19,782	21,956	19,782	1,020	1,706	14,199	15,721	14,199
NETHERLANDS		4,710	0	17,021	3,403	17,021	3,473	0	14,206	2,306	14,206
HONG KONG		1,467	2,103	16,592	21,136	16,592	966	1,405	10,973	13,999	10,973
OTHER		9,390	8,540	95,393	113,818	95,393	7,458	6,257	74,213	85,160	74,213
Subtotal:-----		34,443	33,179	327,440	349,937	327,440	25,316	23,979	240,948	256,280	240,948
TREE NUTS											
ALMONDS UNSH(JUL)	MT										
INDIA		102	874	8,201	6,323	8,201	186	2,009	20,591	15,128	20,591
JAPAN		301	0	3,375	4,669	3,375	840	0	10,069	12,500	10,069
EU-15		160	154	3,195	3,457	3,195	419	362	7,767	8,031	7,767
GERMANY		118	0	1,720	1,178	1,720	287	0	4,483	2,883	4,483
OTHER		132	30	3,614	2,331	3,614	319	101	8,520	5,655	8,520
Subtotal:-----		695	1,058	18,385	16,779	18,385	1,764	2,472	46,948	41,315	46,948
ALMND SH/PREP(JUL)	MT										
EU-15		5,149	16,796	120,402	170,076	120,402	21,615	58,996	423,076	559,077	423,076
GERMANY		1,822	7,069	47,817	62,871	47,817	7,254	26,488	167,343	211,429	167,343
JAPAN		1,462	2,691	18,233	40,454	18,233	5,861	5,191	69,671	93,264	69,671
SPAIN		757	1,590	14,274	16,016	14,274	3,105	8,922	47,767	74,801	47,767
FRANCE		513	1,726	12,410	18,587	12,410	2,121	5,852	42,833	57,972	42,833
NETHERLANDS		483	1,809	11,295	20,915	11,295	2,135	4,927	39,351	53,497	39,351
OTHER		2,306	3,958	57,486	71,216	57,486	8,589	10,110	182,741	176,977	182,741
Subtotal:-----		8,917	23,445	196,120	281,745	196,120	36,064	74,297	675,488	829,318	675,488
WALNUTS SH(AUG)	MT										
EU-15		114	196	7,667	4,940	7,860	344	853	16,457	11,148	17,020
JAPAN		446	548	5,229	7,247	5,953	1,797	2,237	20,165	30,053	22,633
ITALY		8	0	3,545	612	3,545	15	0	5,864	1,108	5,864
CANADA		89	162	2,155	2,018	2,275	312	575	6,822	7,314	7,261
ISRAEL		0	66	1,349	1,411	1,372	0	356	4,615	6,500	4,707
SPAIN		6	56	1,168	1,754	1,204	29	332	3,132	3,803	3,291
OTHER		147	332	4,339	3,794	4,556	534	941	13,423	11,774	14,256
Subtotal:-----		794	1,304	20,738	19,410	22,015	2,987	4,963	61,482	66,789	65,876
WALNUTS UNSH(AUG)	MT										
EU-15		145	33	43,919	48,199	43,938	244	55	69,833	92,596	69,868
GERMANY		20	0	13,094	14,603	13,094	33	0	19,452	27,908	19,452
SPAIN		54	20	10,238	13,877	10,238	96	45	16,330	25,912	16,330
ITALY		0	0	9,116	9,842	9,116	0	0	15,026	19,021	15,026
NETHERLANDS		0	14	5,842	4,135	5,861	0	10	9,733	8,223	9,768
OTHER		194	314	9,528	9,152	9,611	345	568	17,092	17,716	17,226
Subtotal:-----		339	347	53,447	57,351	53,549	588	623	86,925	110,312	87,094
HOPS&PRODUCTS											
HOP PELTS(SEP)	MT										
BRAZIL		381	0	2,714	2,108	2,829	1,813	0	14,284	11,034	14,879
CANADA		145	172	1,127	1,171	1,382	932	1,234	7,456	7,738	9,139
EU-15		82	29	995	593	1,099	656	124	6,391	3,059	7,044
JAPAN		0	0	451	326	451	0	3	2,873	1,264	2,873
COLOMBIA		0	0	435	20	435	0	0	2,578	217	2,578
GERMANY		13	15	390	164	418	141	72	2,525	765	2,705
OTHER		19	121	618	917	706	121	627	3,036	4,196	3,433
Subtotal:-----		626	322	6,340	5,134	6,903	3,521	1,988	36,618	27,508	39,947
HOP EXTRACT(SEP)	MT										
EU-15		113	138	1,307	1,363	1,499	1,684	1,742	20,618	20,449	23,750
MEXICO		0	0	724	466	735	0	0	15,825	12,899	15,944
GERMANY		45	5	589	457	624	745	51	9,064	6,423	9,542
BRAZIL		67	72	361	261	458	553	712	4,565	3,066	5,350
COLOMBIA		0	0	420	334	427	0	0	6,977	2,872	7,160
KOREA, REPUBLIC		122	0	309	92	311	2,089	0	3,412	1,536	3,470
OTHER		65	67	876	691	1,024	1,030	700	12,899	10,919	14,957
Subtotal:-----		367	277	3,996	3,205	4,454	5,356	3,155	64,297	51,741	70,630
HOPS,NSPE(SEP)	MT										
EU-15		26	80	1,506	2,252	1,544	199	959	9,461	11,385	9,651
GERMANY		26	10	1,108	1,581	1,108	199	40	6,842	7,136	6,842
UNITED KINGDOM		0	70	380	601	418	0	919	2,322	3,850	2,512
MEXICO		0	0	74	278	189	0	0	631	1,524	1,494
BRAZIL		27	0	159	12	169	145	0	918	126	957
JAPAN		0	1	144	152	146	0	12	923	889	941
OTHER		18	50	364	290	445	92	514	2,287	2,764	2,795
Subtotal:-----		71	132	2,247	2,984	2,492	436	1,485	14,220	16,689	15,838
WINE											
GRAPE WINE(JAN)	KL										
EU-15		4,850	7,874	25,024	33,872	55,735	8,115	15,877	41,151	65,854	93,678
UNITED KINGDOM		2,860	4,152	14,674	16,905	32,530	5,530	8,160	26,814	35,503	58,288
CANADA		2,666	2,319	12,783	15,638	27,167	4,486	4,337	22,063	28,944	50,421
JAPAN		1,407	1,606	8,202	8,323	16,441	2,223	2,880	13,089	14,434	28,072
SWITZERLAND		241	734	3,818	4,086	8,250	412	1,288	6,006	6,719	13,023
OTHER		1,862	2,549	11,207	13,056	23,481	2,856	4,136	16,212	20,952	35,122
Subtotal:-----		11,027	15,082	61,033	74,976	131,073	18,091	28,518	98,521	136,903	220,316

U.S. IMPORTS OF SELECTED HORTICULTURAL COMMODITIES BY ORIGIN
MARKETING YEAR BEGINNING AS INDICATED
JUNE96

COMMODITY AND COUNTRY / COUNTRY REGION		QUANTITY CURR MO LAST YR	CURR MO CURR YR	YR TDT LAST YR	YR TDT CURR YR	LAST YEAR	VALUE (1,000 DOLLARS) CURR MO LAST YR	CURR MO CURR YR	YR TDT LAST YR	YR TDT CURR YR	LAST YEAR
FR FRT & MLNS											
FR APPLES(JUL)	MT										
NEW ZEALAND		8,319	10,155	39,444	49,027	39,444	10,848	9,116	44,187	52,798	44,187
CANADA		2,297	5,192	43,220	71,873	43,220	1,020	1,756	17,224	27,528	17,224
SOUTH AFRICA, RE		8,660	2,610	19,167	16,431	19,167	6,812	636	14,231	7,454	14,231
OTHER		2,678	1,732	24,572	31,398	24,572	1,022	859	9,369	15,169	9,369
Subtotal:-----		21,954	19,689	126,404	168,729	126,404	19,701	12,368	85,011	102,950	85,011
FR PEARS(JUL)	MT										
CHILE		1,982	2,259	26,058	33,339	26,058	663	1,277	9,407	15,642	9,407
ARGENTINA		513	643	12,527	15,637	12,527	275	366	7,282	10,261	7,282
SOUTH AFRICA, RE		429	0	6,524	5,240	6,524	592	0	4,122	2,231	4,122
OTHER		157	36	2,929	3,125	2,929	125	63	5,520	5,878	5,520
Subtotal:-----		3,081	2,938	48,038	57,341	48,038	1,654	1,706	26,332	34,013	26,332
APRICOT (MAY)	MT										
CHILE		0	0	0	0	1,344	0	0	0	0	1,604
NEW ZEALAND		0	0	0	0	310	0	0	0	0	852
OTHER		0	18	0	18	16	0	33	0	33	22
Subtotal:-----		0	18	0	18	1,670	0	33	0	33	2,477
PEACH-NEC(MAY)	MT										
CHILE		0	0	0	2	40,677	0	0	0	2	30,485
OTHER		0	0	0	0	392	0	0	0	0	416
Subtotal:-----		0	0	0	2	41,069	0	0	0	2	30,901
PLUM-PRUNE(MAY)	MT										
CHILE		1	0	2	280	19,665	4	0	6	312	16,487
OTHER		27	20	27	20	214	55	38	55	39	310
Subtotal:-----		28	20	29	300	19,879	59	38	61	351	16,797
FRESH GRAPES (MAY)	MT										
CHILE		18	206	1,600	4,208	273,685	12	298	1,201	4,072	250,990
MEXICO		37,183	32,070	68,905	56,481	80,569	38,015	47,935	70,975	80,960	82,797
OTHER		0	0	290	254	5,539	0	0	295	254	4,436
Subtotal:-----		37,201	32,277	70,505	60,943	359,503	38,027	48,232	72,176	85,286	337,929
FR RASPBRY(JAN)	MT										
CANADA		1,436	0	1,455	0	6,362	2,669	0	2,715	0	11,568
OTHER		34	92	1,084	1,278	1,664	205	219	3,356	3,839	5,695
Subtotal:-----		1,470	92	2,539	1,278	8,026	2,874	219	6,071	3,839	17,263
FR STRAWBRIS(JAN)	MT										
MEXICO		3,885	764	24,511	27,855	25,894	3,720	818	41,835	50,620	43,626
OTHER		22	73	97	115	790	34	97	196	202	2,077
Subtotal:-----		3,907	836	24,607	27,970	26,684	3,754	915	42,031	50,822	45,702
FR BANANA(JAN)	MT										
COSTA RICA		85,073	81,227	425,431	466,246	958,125	28,175	26,556	135,945	150,946	306,323
ECUADOR		62,466	72,401	527,740	458,097	931,548	16,930	20,172	146,209	128,593	256,231
OTHER		135,511	173,844	912,310	988,834	1,774,148	38,656	51,801	258,741	276,824	499,891
Subtotal:-----		283,050	327,472	1,865,480	1,913,177	3,663,821	83,760	98,530	540,894	556,363	1,062,445
FR MANGO(JAN)	MT										
MEXICO		29,675	37,159	70,714	97,713	114,746	25,820	16,360	63,695	62,416	100,600
OTHER		3,166	2,873	20,639	21,697	27,647	2,245	1,868	13,851	13,785	23,031
Subtotal:-----		32,841	40,032	91,353	119,410	142,393	28,065	18,228	77,546	76,201	123,631
FR PINAPLE(JAN)	MT										
COSTA RICA		5,727	8,181	40,173	38,542	76,991	1,991	3,188	14,339	14,005	27,389
HONDURAS		2,614	3,039	19,162	18,579	33,148	693	847	5,860	5,173	8,972
OTHER		1,370	2,227	7,661	9,485	12,525	339	714	1,751	2,609	3,234
Subtotal:-----		9,711	13,448	66,996	66,606	122,664	3,024	4,750	21,949	21,787	39,596
FR CANTLPE(MAY)	MT										
MEXICO		9,737	8,818	26,577	36,351	130,065	2,344	1,745	8,600	10,835	39,141
COSTA RICA		38	0	5,291	3,210	61,327	3	0	2,133	1,217	28,640
GUATEMALA		0	0	4,722	4,739	55,075	0	0	1,518	1,818	15,890
OTHER		61	18	3,128	5,026	77,095	20	4	759	1,094	20,169
Subtotal:-----		9,836	8,836	39,718	49,326	323,563	2,367	1,749	13,010	14,964	103,840
FR MELON,OT(MAY)	MT										
MEXICO		4,608	121	10,239	9,719	55,740	1,650	54	4,059	3,181	19,311
COSTA RICA		36	0	970	590	17,027	2	0	391	210	7,408
OTHER		1	32	3,639	3,928	48,588	4	12	904	1,620	17,302
Subtotal:-----		4,645	153	14,849	14,237	121,354	1,656	66	5,354	5,011	44,022
FR ORANGES(NOV)	MT										
AUSTRALIA		0	0	0	0	5,523	0	0	0	0	6,391
MEXICO		546	574	7,589	7,401	7,589	198	230	2,922	3,196	2,922
OTHER		455	309	2,195	2,131	4,926	121	96	856	662	1,652
Subtotal:-----		1,001	883	9,784	9,533	18,038	319	327	3,781	3,858	10,967
CANNED FRUIT											
CND MANDRN(JAN)	MT										
EU-15		3,419	180	22,168	1,476	23,299	3,386	132	21,576	1,305	22,831
SPAIN		3,418	178	22,162	1,473	23,290	3,384	129	21,565	1,301	22,803
CHINA, PEOPLES R		1,440	268	10,000	3,607	10,811	1,369	263	9,106	3,778	9,817
OTHER		16	29	460	251	460	15	31	555	275	558
Subtotal:-----		4,875	477	32,628	5,334	34,570	4,770	425	31,237	5,358	33,207
CND BLK OLV(NOV)	MT										
EU-15		1,083	997	7,455	9,632	10,964	2,455	2,467	16,729	22,495	24,733
SPAIN		962	838	6,065	8,374	9,197	2,186	2,035	13,502	19,337	20,510
MOROCCO		303	638	3,533	3,960	5,215	660	1,459	6,926	8,933	10,441
OTHER		-9	19	29	115	115	-20	45	69	257	245
Subtotal:-----		1,386	1,654	11,026	13,707	16,303	3,115	3,971	23,744	31,684	35,440
CND GRN OLV(NOV)	MT										
EU-15		2,472	2,423	22,022	19,764	33,202	7,555	6,557	65,863	57,732	100,701
SPAIN		2,468	2,415	21,690	19,621	32,838	7,545	6,534	65,169	57,367	99,890
OTHER		182	171	1,476	932	2,245	271	314	2,286	1,855	3,528
Subtotal:-----		2,654	2,594	23,498	20,696	35,447	7,826	6,871	68,149	59,588	104,229
CND PEACH(JUN)	MT										
EU-15		1,204	1,641	1,204	1,641	10,568	689	1,151	689	1,151	7,087
GREECE		1,182	1,635	1,182	1,635	10,489	655	1,128	655	1,128	6,898
OTHER		139	264	139	264	3,532	103	210	103	210	2,539
Subtotal:-----		1,343	1,905	1,343	1,905	14,100	792	1,361	792	1,361	9,626
CANNED FRUIT											
CND PINAPLE(JAN)	MT										
PHILIPPINES		9,345	6,770	61,032	59,969	124,605	5,236	4,296	33,231	38,429	72,287
THAILAND		5,247	8,891	73,946	44,478	99,474	2,874	6,369	38,373	31,540	53,336
OTHER		2,702	12,488	24,994	43,251	71,416	1,493	6,180	10,863	24,864	31,492
Subtotal:-----		17,294	28,149	159,972	147,698	295,495	9,602	16,844	82,467	94,834	157,115
DRIED FRUIT											
DRD APRCT(JUL)	MT										
TURKEY		770	798	14,039	14,091	14,039	1,324	1,721	22,370	28,562	22,370
OTHER		35	0	250	533	250	120	0	687	1,576	687
Subtotal:-----		805	798	14,290	14,625	14,290	1,444	1,721	23,057	30,138	23,057

U.S. IMPORTS OF SELECTED HORTICULTURAL COMMODITIES BY ORIGIN
MARKETING YEAR BEGINNING AS INDICATED
JUNE96

COMMODITY AND COUNTRY		QUANTITY					VALUE (1,000 DOLLARS)				
COUNTRY REGION		CURR MO LAST YR	CURR MO CURR YR	YR TDT LAST YR	YR TDT CURR YR	LAST YEAR	CURR MO LAST YR	CURR MO CURR YR	YR TDT LAST YR	YR TDT CURR YR	LAST YEAR
DATES(SEP)	MT										
PAKISTAN		100	297	1,670	2,953	1,757	95	264	1,612	2,918	1,708
CHINA, PEOPLES R		35	73	562	543	592	50	108	826	948	868
OTHER		34	3	376	821	414	49	6	707	1,647	834
Subtotal:-----		168	373	2,608	4,317	2,764	194	378	3,145	5,513	3,410
DRD FIG(SEP)	MT										
EU 15		0	0	1,134	823	1,134	0	0	2,736	1,919	2,736
GREECE		0	0	1,069	802	1,069	0	0	2,572	1,849	2,572
TURKEY		19	0	1,244	678	1,420	16	0	1,734	1,239	1,927
MEXICO		0	0	267	301	365	0	0	884	914	1,209
OTHER		0	15	26	29	28	0	32	64	65	71
Subtotal:-----		19	15	2,671	1,831	2,948	16	32	5,418	4,136	5,943
DRD RAISIN(AUG)	MT										
MEXICO		313	342	5,160	8,300	5,543	331	382	4,551	7,738	4,929
CHILE		285	233	2,035	1,591	2,316	337	268	2,429	1,824	2,807
TURKEY		64	38	1,722	1,667	1,863	66	39	1,726	1,690	1,871
OTHER		152	29	406	283	426	125	38	426	286	447
Subtotal:-----		814	643	9,323	11,842	10,148	859	727	9,132	11,538	10,055
FRUIT JUICE(SSE)											
APPLE JUIC(JUL)	KL										
EU 15		13,919	16,324	288,358	219,220	288,358	4,857	6,469	75,810	92,527	75,810
ARGENTINA		76,594	43,399	336,203	314,057	336,203	23,854	14,215	71,749	110,229	71,749
GERMANY		11,875	15,086	213,744	159,519	213,744	4,084	5,727	57,562	65,955	57,562
OTHER		17,911	45,997	355,342	305,039	355,342	5,314	15,984	79,096	114,986	79,096
Subtotal:-----		108,425	105,720	979,904	838,316	979,904	34,025	36,668	226,655	317,741	226,655
FCOJ(DEC)	KL										
BRAZIL		5,162	33,752	243,553	346,837	390,548	1,150	8,642	47,664	87,702	82,477
MEXICO		32,838	12,104	193,401	122,401	248,924	7,651	4,053	45,318	35,987	59,483
OTHER		4,184	9,971	61,637	79,580	86,074	1,075	3,068	14,273	23,769	20,438
Subtotal:-----		42,185	55,826	498,590	548,818	725,546	9,877	15,764	107,256	147,459	162,397
GRAPE JU(JAN)	KL										
ARGENTINA		3,044	18,198	9,061	75,784	51,315	768	5,106	2,494	18,877	12,785
CHILE		1,299	2,809	4,353	18,103	14,711	382	879	1,286	5,028	4,076
OTHER		2,342	1,005	14,161	7,466	22,740	955	608	5,321	4,401	9,260
Subtotal:-----		6,686	22,012	27,576	101,353	88,766	2,105	6,593	9,102	28,305	26,121
PNEAPL JUCN(JAN)	KL										
THAILAND		10,287	11,008	70,459	59,100	97,211	1,989	3,720	12,345	18,907	18,019
PHILIPPINES		8,869	4,087	55,640	47,518	114,084	1,218	695	7,557	7,590	16,167
OTHER		1,915	4,427	9,537	17,836	26,319	463	1,220	2,217	5,497	6,517
Subtotal:-----		21,071	19,523	135,637	124,455	237,613	3,670	5,635	22,119	31,994	40,703
PNEAPL JUNC(JAN)	KL										
PHILIPPINES		6,477	2,095	25,018	16,347	51,400	2,028	642	7,755	5,122	16,003
THAILAND		1,329	643	7,577	8,242	18,013	1,108	462	6,091	3,617	10,398
OTHER		32	4,077	5,287	7,898	14,794	20	678	1,009	1,515	2,635
Subtotal:-----		7,839	6,814	37,882	32,487	84,208	3,156	1,782	14,856	10,255	29,036
FROZEN FRUIT											
FZN STRBRY(DEC)	MT										
MEXICO		1,720	2,141	24,387	19,069	26,227	1,392	1,831	23,136	15,502	24,480
OTHER		84	0	577	231	701	104	0	1,735	470	2,239
Subtotal:-----		1,803	2,141	24,964	19,301	26,928	1,496	1,831	24,871	15,972	26,719
FRESH VEGETABLES											
FR BEANS(OCT)	MT										
MEXICO		164	224	12,362	18,430	12,543	167	202	19,990	19,869	20,264
OTHER		34	16	336	187	1,656	28	23	304	184	1,360
Subtotal:-----		198	239	12,696	18,616	14,198	195	224	20,294	20,053	21,624
FR CARROT(OCT)	MT										
CANADA		70	253	54,868	53,553	73,712	20	122	16,062	14,400	22,668
MEXICO		3,926	4,892	19,638	23,554	27,215	573	701	3,096	3,855	4,195
OTHER		18	19	181	370	242	13	6	135	163	202
Subtotal:-----		4,014	5,164	74,687	77,477	101,168	606	830	19,294	18,418	27,065
FR CABBAGE(OCT)	MT										
CANADA		482	652	16,502	19,329	25,106	131	170	4,484	4,679	6,713
MEXICO		275	706	6,596	8,449	8,547	47	106	1,362	1,432	1,690
OTHER		0	0	34	20	34	0	0	24	10	25
Subtotal:-----		757	1,358	23,132	27,799	33,687	178	276	5,870	6,122	8,428
FR CELERY(OCT)	MT										
MEXICO		182	43	20,052	23,076	20,056	127	9	8,950	4,797	8,951
OTHER		10	16	480	557	3,951	21	30	282	314	1,337
Subtotal:-----		192	59	20,531	23,633	24,006	148	39	9,231	5,111	10,289
FR CUCMBR(OCT	MT										
MEXICO		6,107	10,394	204,117	265,089	216,388	1,978	8,281	116,246	101,819	119,326
OTHER		641	912	18,138	14,990	21,095	724	1,043	6,049	6,756	8,193
Subtotal:-----		6,748	11,305	222,255	280,079	237,483	2,702	9,324	122,294	108,575	127,519
FR CAULFLWR(OCT)	MT										
CANADA		70	0	979	387	3,383	19	0	342	117	1,216
MEXICO		0	8	1,948	998	1,965	0	12	542	402	549
OTHER		0	0	13	0	27	0	0	8	0	23
Subtotal:-----		70	8	2,940	1,385	5,375	19	12	892	519	1,787
FR GARLIC(OCT)	MT										
MEXICO		3,349	3,872	14,180	14,164	16,004	4,889	5,021	17,610	15,915	20,144
OTHER		257	181	5,974	4,931	6,681	429	313	8,144	6,630	9,106
FR GARLIC(OCT)	MT										
Subtotal:-----		3,606	4,053	20,154	19,094	22,685	5,318	5,334	25,754	22,544	29,250
FR ONION(OCT)	MT										
MEXICO		7,886	9,601	167,631	205,441	181,755	5,946	7,251	100,234	114,607	112,729
OTHER		543	1,757	29,465	35,288	33,020	613	679	12,920	14,665	15,472
Subtotal:-----		8,429	11,357	197,096	240,730	214,775	6,560	7,930	113,154	129,272	128,201
FR PEPPERS(OCT)	MT										
MEXICO		4,750	5,112	150,260	204,324	183,383	4,251	3,006	162,379	126,273	179,459
EU 15		2,140	2,794	11,607	9,904	19,511	5,177	6,065	32,737	28,632	52,433
NETHERLANDS		2,108	2,724	11,246	9,653	18,994	5,097	5,894	31,599	27,834	50,912
OTHER		563	575	3,049	4,603	8,024	1,270	1,573	6,514	10,449	12,721
Subtotal:-----		7,453	8,481	164,917	218,832	210,918	10,698	10,644	201,630	165,354	244,613
FR SEED POT(OCT)	MT										
CANADA		479	811	99,523	135,804	99,720	64	141	17,208	26,347	17,245
OTHER		0	0	1	69	1	3	0	5	47	9
Subtotal:-----		479	811	99,524	135,874	99,721	67	141	17,213	26,394	17,253

U.S. IMPORTS OF SELECTED HORTICULTURAL COMMODITIES BY ORIGIN
MARKETING YEAR BEGINNING AS INDICATED
JUNE96

COMMODITY AND COUNTRY / COUNTRY REGION		QUANTITY CURR MO LAST YR	QUANTITY CURR MO CURR YR	QUANTITY YR TOT LAST YR	QUANTITY YR TOT CURR YR	QUANTITY LAST YEAR	VALUE (1,000 DOLLARS) CURR MO LAST YR	VALUE CURR MO CURR YR	VALUE YR TOT LAST YR	VALUE YR TOT CURR YR	VALUE LAST YEAR
FR TBL POT(OCT)	MT										
CANADA		4,912	12,664	114,740	319,142	146,720	977	3,313	21,915	64,924	27,206
OTHER		1	0	32	0	40	2	0	24	0	46
Subtotal:-----		4,913	12,664	114,771	319,142	146,760	979	3,313	21,939	64,924	27,252
FR TOMATO(OCT)	MT										
MEXICO		39,752	31,167	453,232	579,300	534,344	22,418	49,551	321,613	546,313	366,385
OTHER		5,040	7,785	15,784	30,351	25,427	7,221	12,620	25,684	58,672	39,682
Subtotal:-----		44,792	38,952	469,016	609,651	559,771	29,639	62,171	347,297	604,985	406,067
FR ASPARG(OCT)	MT										
MEXICO		583	739	17,799	13,843	21,447	748	1,019	31,290	26,544	36,319
PERU		176	177	6,519	6,843	9,226	259	355	9,963	13,068	14,544
OTHER		203	239	3,021	3,878	3,959	318	364	3,569	5,013	4,800
Subtotal:-----		963	1,155	27,339	24,563	34,632	1,325	1,738	44,822	44,625	55,664
CANNED VEGETABLES											
CND TOM PST(JUL)	MT										
MEXICO		507	20	7,746	7,987	7,746	394	11	6,334	5,149	6,334
CANADA		907	47	6,814	335	6,814	606	38	4,527	313	4,527
CHILE		690	0	4,121	2,349	4,121	492	0	3,133	1,810	3,133
OTHER		73	138	4,406	4,565	4,406	80	115	3,173	3,990	3,173
Subtotal:-----		2,176	205	23,087	15,236	23,087	1,572	164	17,167	11,261	17,167
CND TOM SAUCE(JUL)	MT										
EU-15		1,575	220	10,090	6,605	10,090	1,066	752	9,414	9,995	9,414
SPAIN		1,095	201	6,254	2,038	6,254	816	709	7,416	7,081	7,416
MOROCCO		420	0	4,648	599	4,648	1,421	0	6,295	2,047	6,295
CANADA		498	1,190	6,056	10,790	6,056	347	731	4,194	7,386	4,194
OTHER		376	122	4,586	5,623	4,586	190	92	2,831	3,348	2,831
Subtotal:-----		2,869	1,532	25,379	23,616	25,379	3,024	1,575	22,734	22,776	22,734
CND TOMATO(JUL)	MT										
CHILE		1,334	882	15,843	11,725	15,843	547	400	7,084	5,569	7,084
EU-15		1,555	1,669	21,746	20,409	21,746	411	505	6,394	5,747	6,394
ITALY		1,555	1,582	21,574	19,475	21,574	411	485	6,343	5,508	6,343
ISRAEL		261	519	10,457	19,674	10,457	117	285	3,932	11,947	3,932
OTHER		477	992	1,828	6,871	1,828	198	569	849	3,479	849
Subtotal:-----		3,627	4,062	49,875	58,679	49,875	1,273	1,759	18,260	26,743	18,260
CND MSHROOM(JUL)	MT										
CHINA, PEOPLES R		2,732	3,229	25,173	23,912	25,173	5,912	5,233	48,192	46,720	48,192
INDONESIA		1,513	1,073	17,996	14,579	17,996	4,169	2,348	47,163	35,124	47,163
OTHER		2,269	1,491	27,676	18,725	27,676	5,147	3,179	67,047	43,290	67,047
Subtotal:-----		6,514	5,794	70,844	57,215	70,844	15,228	10,760	162,402	125,134	162,402
FROZEN VEGETABLES											
FZN BROCLI(SEP)	MT										
MEXICO		9,614	8,499	127,692	142,430	147,045	5,048	4,777	74,468	75,972	85,384
OTHER		517	409	13,454	17,563	19,111	361	261	9,399	13,086	13,903
Subtotal:-----		10,132	8,908	141,146	159,993	166,156	5,410	5,038	83,866	89,059	99,287
FZN CAULFLR(SEP)	MT										
MEXICO		312	315	22,284	15,577	23,066	216	219	14,306	9,477	14,886
OTHER		5	54	2,184	1,433	2,611	3	39	1,480	1,043	1,757
Subtotal:-----		317	369	24,469	17,010	25,677	219	258	15,785	10,519	16,642
FZN POTATO(SEP)	MT										
CANADA		14,743	17,011	134,163	147,789	157,531	9,323	10,735	80,372	90,054	94,960
OTHER		21	130	209	274	300	28	118	278	382	394
Subtotal:-----		14,764	17,141	134,372	148,063	157,832	9,351	10,853	80,650	90,436	95,354
TREE NUTS											
PISTACHIO NSH(SEP)	MT										
TURKEY		0	5	56	230	68	0	24	168	609	210
CHINA, PEOPLES R		0	0	68	32	68	0	0	112	49	112
OTHER		0	0	2	8	2	0	0	8	12	8
Subtotal:-----		0	5	126	270	138	0	24	288	670	330
CASHEW NUT(AUG)	MT										
INDIA		2,674	2,893	29,078	23,871	31,403	11,615	14,964	125,544	116,834	136,022
BRAZIL		2,616	2,247	20,410	23,218	22,358	11,219	11,266	91,436	112,351	100,544
OTHER		160	575	2,706	4,240	2,995	655	2,592	11,438	19,035	12,754
Subtotal:-----		5,449	5,715	52,193	51,329	56,757	23,489	28,821	228,418	248,219	249,321
FILBERTS(AUG)	MT										
TURKEY		605	303	5,257	4,119	5,910	2,154	884	18,825	13,943	21,149
OTHER		4	4	246	640	247	24	24	807	1,079	812
Subtotal:-----		610	307	5,503	4,759	6,157	2,177	908	19,632	15,023	21,961
PECANS NSH(SEP)	MT										
MEXICO		19	0	19,115	20,122	19,219	35	0	37,801	27,608	37,949
OTHER		0	0	41	0	41	0	0	68	0	68
Subtotal:-----		19	0	19,156	20,122	19,260	35	0	37,869	27,608	38,016
WINES											
CHMP&SPRK WN(JAN)	KL										
EU-15		1,330	1,875	8,268	8,600	29,944	14,765	19,683	79,834	90,271	288,832
FRANCE		583	705	2,881	3,271	9,930	11,732	14,313	56,761	66,408	200,949
ITALY		318	307	2,981	2,310	11,200	1,365	1,482	13,303	11,184	50,900
OTHER		19	10	79	70	277	71	35	259	235	1,051
Subtotal:-----		1,349	1,885	8,348	8,671	30,222	14,836	19,718	80,093	90,507	289,884
FT&VERM WN(JAN)	KL										
EU-15		1,100	1,208	6,026	6,565	13,386	4,625	5,460	26,899	30,733	58,756
PORTUGAL		173	144	816	1,013	1,761	1,661	1,503	8,913	11,656	18,828
ITALY		662	660	3,234	3,721	7,204	1,520	1,892	8,155	9,667	17,526
SPAIN		234	248	1,624	1,227	3,466	1,080	1,320	7,886	6,033	16,754
OTHER		44	19	168	132	381	156	121	635	678	1,568
Subtotal:-----		1,144	1,228	6,194	6,697	13,766	4,781	5,582	27,534	31,411	60,324
OTH GP WINE(JAN)	KL										
EU-15		15,257	18,263	82,478	97,122	177,249	53,301	66,786	301,781	360,009	662,411
FRANCE		4,891	7,520	26,705	34,165	60,100	25,102	30,939	148,272	169,111	340,241
ITALY		8,715	8,598	44,950	51,747	94,502	21,781	28,008	117,303	151,392	245,296
OTHER		4,602	6,555	23,009	36,909	51,104	11,373	16,447	57,382	89,274	128,815
Subtotal:-----		19,859	24,818	105,487	134,032	228,353	64,674	83,233	359,163	449,283	791,226
OTH WN PROD(JAN)	KL										
JAPAN		151	117	798	770	1,599	792	565	3,891	3,604	7,428
EU-15		412	314	2,030	2,303	5,180	566	402	3,026	2,928	6,959
UNITED KINGDOM		228	217	1,149	1,251	2,711	301	218	1,572	1,246	3,340
OTHER		150	277	933	1,119	1,998	196	275	1,407	1,347	2,857
Subtotal:-----		713	708	3,761	4,193	8,777	1,554	1,242	8,324	7,880	17,244
CUT FLOWERS											
ROSES(JAN)	NONE										
COLOMBIA		0	0	0	0	0	6,323	8,460	59,687	78,011	99,585
ECUADOR		0	0	0	0	0	2,054	2,900	14,213	20,279	27,952
OTHER		0	0	0	0	0	1,824	1,488	17,347	15,518	24,604
Subtotal:-----		0	0	0	0	0	10,200	12,848	91,247	113,807	152,141
CARNATIONS(JAN)	NONE										
COLOMBIA		0	0	0	0	0	8,939	9,278	61,296	74,911	109,471
OTHER		0	0	0	0	0	251	403	2,492	3,321	3,995
Subtotal:-----		0	0	0	0	0	9,190	9,682	63,788	78,232	113,466

USDA ANNOUNCES AGRIBUSINESS MISSION TO SLOVENIA AND CROATIA

Washington, Aug. 20, 1996--The U.S. Department of Agriculture (USDA) is inviting U.S. grain and soybean trading firms to participate in a trade mission to Slovenia and Croatia from October 14-18, 1996.

"There is tremendous potential for U.S. soybean and grain sales in this region," said August Schumacher, Jr., administrator of USDA's Foreign Agricultural Service. "Their production of soybeans, for example, meets less than 10 percent of these countries' consumption needs, creating an overall demand for more than a million tons of imports of soybean meal each year. U.S. grain companies have the opportunity to market grain and grain products not readily available in Central Europe, which will be in high demand in the coming year."

The mission will visit the Adriatic ports of Koper, Slovenia, and Rijeka, Croatia, which handled more than 300,000 metric tons of soybean meal and pellets in 1995. These ports have long been crucial in moving agricultural commodities in and out of the former Yugoslavia and neighboring countries. They are considered the new gateway to Central Europe and are becoming more important as the countries in this region continue their move toward market economies.

Schumacher said the goal of the mission is to increase trade between the United States and Central Europe. Representatives of U.S. firms will meet progressive local companies in Slovenia and Croatia that can help distribute and market high-quality U.S. soybean meal and grain throughout the region. In addition, grain traders from the surrounding countries have been invited to meet with U.S. participants. U.S. firms will learn about local grain and soybean meal import needs and about new USDA credit tools that can help facilitate U.S. exports. Importers will learn about the benefits of buying U.S. commodities through seminars at each stop in the mission.

Interpreters, local transportation and all other costs associated with the organization of the mission are provided to participants at no cost. However, U.S. companies are responsible for their own travel, lodging and per diem expenses. Small- and medium-sized U.S. businesses are encouraged to participate in the upcoming mission.

U.S. firms interested in participating in the trade mission should contact Clay Hamilton or Frank Fender at tel. (202) 690-1858 or 690-1339 or fax. (202) 690-3982. The registration deadline is September 20.

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